THE AMERICAN HOME

October 35¢

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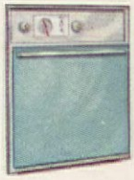
PICTURE BOOK OF DECORATING Part 1: Color

HOW TO MAKE PERFECT HARVEST PIES

FRIGIDAIRE BUILT-IN WALL OVENS

broil without spatter,* holiday capacity—
clean without stretching too!





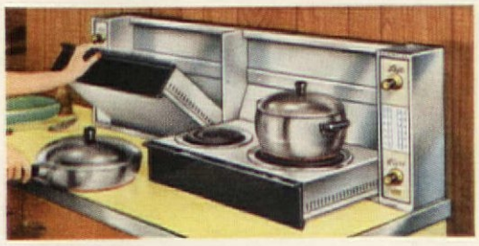
Closed . . . for Sheer Look Beauty. Smart blend-in colors.**



Open . . . for full-size oven capacity. Safe set-down shelf for heaviest roast.



Down . . . for easy, no-stretch cleaning. No heavy door to lift off.



FRIGIDAIRE SURFACE COOKING

Saves counter and cabinet space. Famous Heat-Minder and Speed-Heat cooking in unique Fold-Back Surface Units and Built-In Counter-Top Units. Satin Chrome Fold-Back Unit lifts up, even when hot. Built-In Units in matching colors.**

YOU'LL FEEL LIKE A QUEEN WITH THE LUXURY OF A FRIGIDAIRE DROP-LEAF DOOR WALL OVEN

New home? New kitchen? Choose Frigidaire built-ins . . . for elegance without extravagance, for lasting good quality. Years-ahead features, too! Frigidaire Wall Ovens offer the famous Drop-Leaf Door (another Frigidaire "first") to give you a safe set-down shelf in horizontal position, and lowers straight down for easiest cleaning without stretching.

Full capacity of 40″ range—holds biggest roast or bird most families cook—ever. Amazing Spatter-Free Broiler Grill on Custom Imperial lets you broil time after time without cleaning. You can start your built-in kitchen now with a single or double oven. See them in model homes and at Frigidaire Built-In Appliance Dealers, or write Frigidaire Division, General Motors Corporation, Dayton 1, Ohio.

GM GENERAL MOTORS

FRIGIDAIRE
Product of General Motors

FRIGIDAIRE advanced Appliances . . . designed with you in mind

styled in matching rainbow colors

*Model RBZ-99

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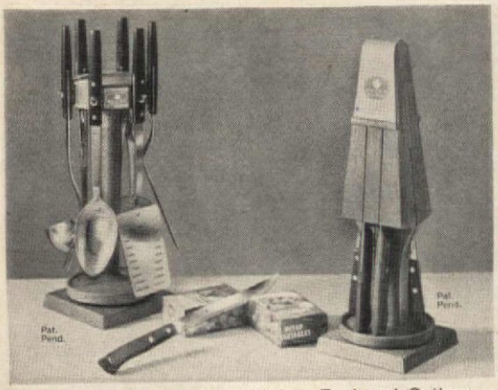


NEW! Matching kitchen gifts to give or get!

FLINT®

54 beautiful Flint stainless steel matching pieces and sets to choose from—in this the finest cookware made. Wonderful Radiant Heat Core wraps everything you cook in fast, even heat. Shines without polishing. Just ordinary washing keeps Flint Cookware gleaming. Double boiler shown above, $11.75. Matching stainless pie plates and refrigerator pans from $1.95.

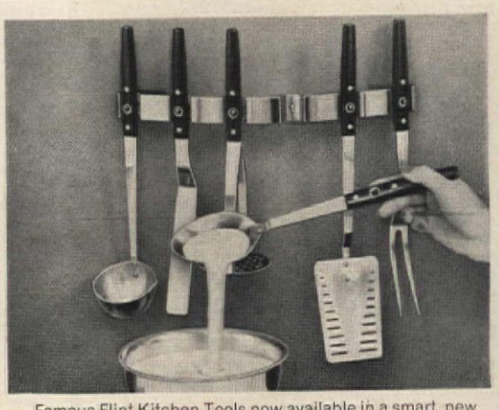
Flint stainless Cookware is also available with thick copper bottoms.



New! Matching "Susan" Kitchen Tool and Cutlery Holdster Sets—one with 6 stainless steel Kitchen Tools from $19.95, the other with 6 stainless vanadium steel knives, Pakkawood® handles, $25.00.



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Famous Flint Kitchen Tools now available in a smart, new utility size to match the handsome family size. Stainless steel—and so good they're guaranteed for 15 years. Gift-boxed sets from $6.95.

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THE AMERICAN HOME

A Curtis Publication

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OUR COVER: Who wouldn't feel at home in this crisp, yet warm and appealing living room? The handsome white brick fireplace with its gleaming copper hood provides the focal point around which the Early American and traditional furnishings are so invitingly grouped. White walls and pale green carpeting soften the sharpness of black and copper scheme. Pictures and antique accessories bloom against the white background. The owners are Mr. and Mrs. L. Dickson Griffith of Darien, Conn. Photograph by Lisanti.

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All of a century-old charm is yours in these lovely reproductions. Just look at that Boston Rocker! Note its high back, gracefully turned spindles, low slung seat. Your great-great-grandmother probably rocked her babies in one of the originals. It's really the *perfect* colonial fireside chair.

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DUXBURY SIDE CHAIR
1993-1

Trace this sturdy brace-back Windsor variation back to those of the practical Pilgrims. If you're buying a set for your dining room be *sure* to include a master's armchair.

HITCHCOCK CHAIR
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Lambert Hitchcock designed this ornamental chair . . . faithfully copied here in every detail. Even the seat, broadleaved flagg — a rush of enduring qualities — is hand twisted and woven *exactly* as it was in colonial times.

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Since 1857
The Home of Windsor Chairs



Send for Booklet!
"How To Choose The Right Colonial Chair," with helpful ideas, interesting illustrations, and historical information.
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Please send me your 32-page booklet "How To Choose The Right Colonial Chair." Enclosed is 25c in coin.

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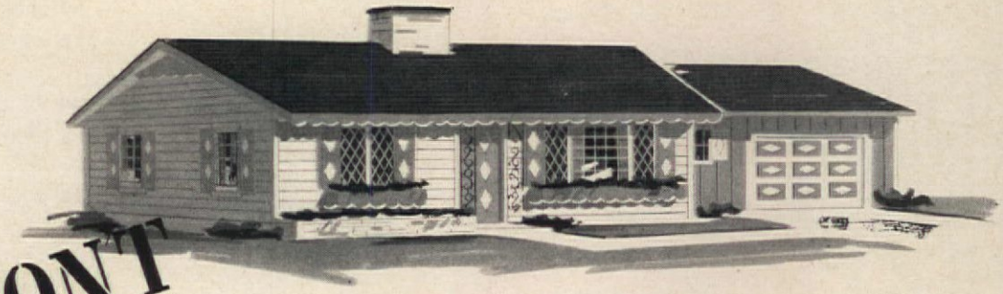
Whether you're remodeling or building, follow a simple, straightforward style. Your house will look better and cost less

A house should look like what it does. Ornament and decoration that are consistent with the over-all house design make it handsome and warm. But unnecessary ornaments, mixed architectural styles, and the use of too many materials cost money and spoil the looks of your house.

In Victorian days, gingerbread, spires, and steeples were a sign of social prestige. Today we're a little wiser. Now, well-planned space comes first. Even though most of our houses have never seen an architect's drawing board, the pace at which we live has brought about a more straightforward design that gives us lower material, labor, and maintenance costs and achieves the most efficient use of the space we've paid for.

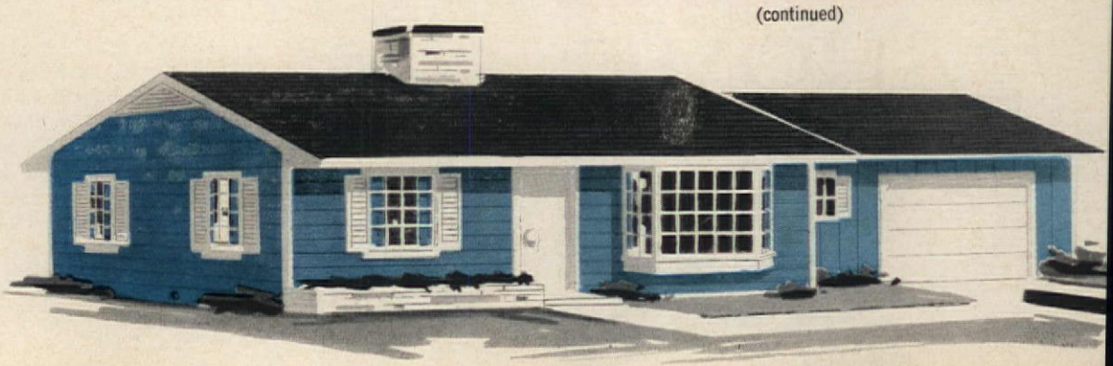
Eat gingerbread, don't build with it

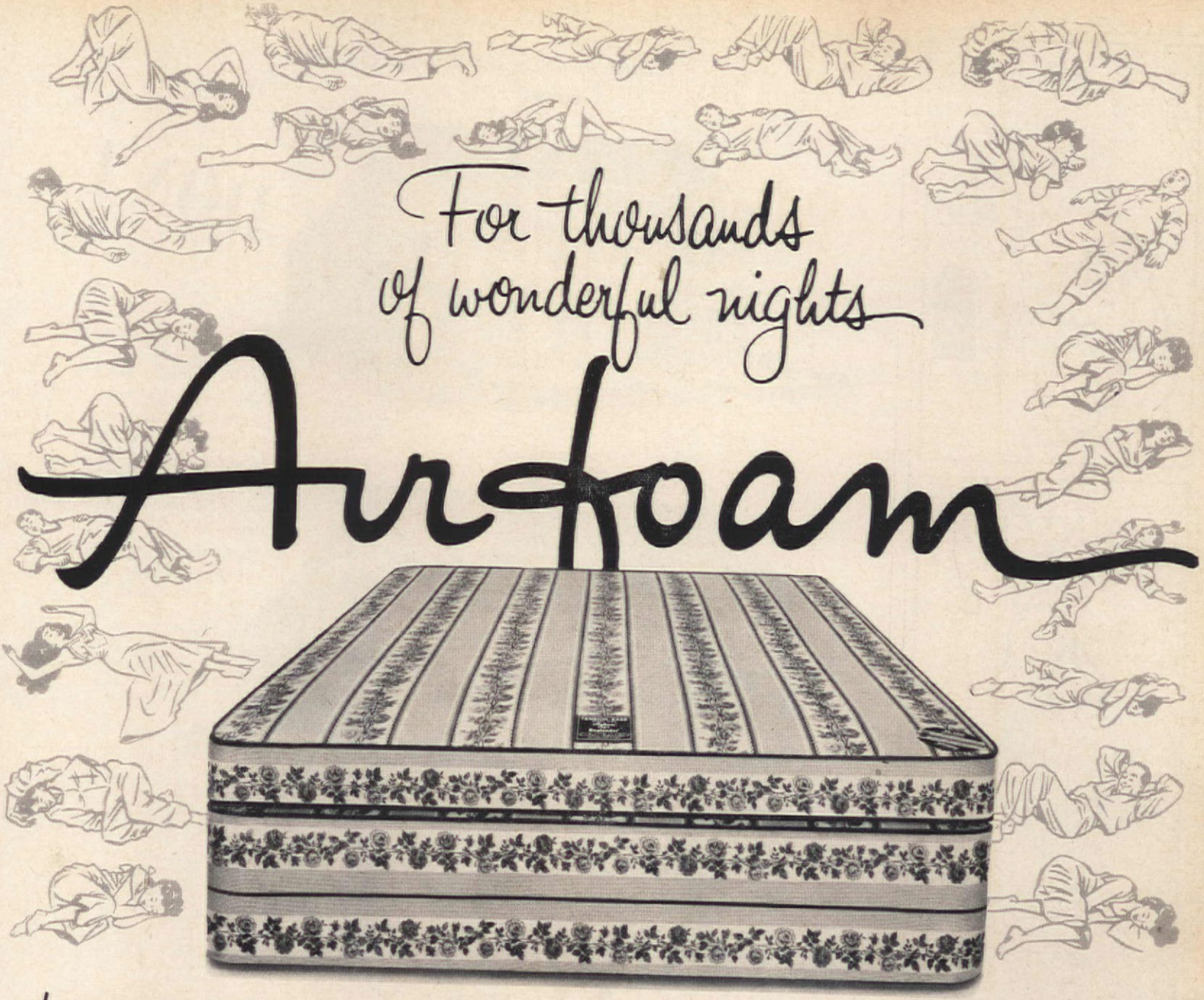
DON'T



Often called "Hansel and Gretel," "Chalet-type," or "American-Swiss," this house is heavily ornamented with scalloped fascia boards, dovecotes, window boxes, and diamond-cut shutter and door panels. This sort of millwork is expensive; as ornament, it is precious and overdone and adds nothing to the usefulness of the house.

(continued)





For thousands of wonderful nights

Airfoam

the MATTRESS with a FUTURE

Here's a slumberland where serene, refreshing rest awaits *everyone*—the caressing comfort of an AIRFOAM mattress.

You relax on billions of tiny air cells encased in springy rubber latex. There's firm support for ALL your body's contours—for even the smallest incurves and hollows have AIRFOAM flowing in to pillow them.

And AIRFOAM—made only by Goodyear—stays baby-young itself. Year after year after year, an AIRFOAM mattress keeps full and plump. It doesn't develop that middle-sag that brings wrinkled bedspreads—annoying loose buttons—need for early replacement.

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Only the ENGLANDER mattress is made with AIRFOAM by Goodyear. See your ENGLANDER dealer about his convincing 30-day free trial offer.

AIRFOAM-ENGLANDER TENSION-EASE FOUNDATION

ENGLANDER TENSION-EASE FOUNDATION is designed to give you firmness — added relief from tension. It's the only firm foundation with the extra level of Tension-Ease coils. Identified by the Red-Line around the border.



Airfoam

made only by

GOODYEAR

The greatest name in rubber in combination with the Tension-Ease Foundation by

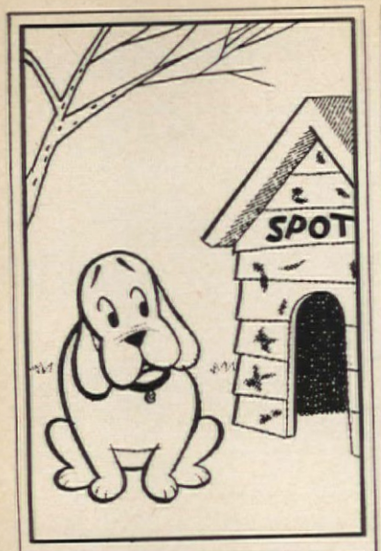
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THE FINEST NAME IN SLEEP

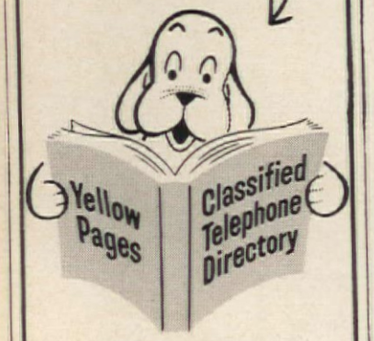
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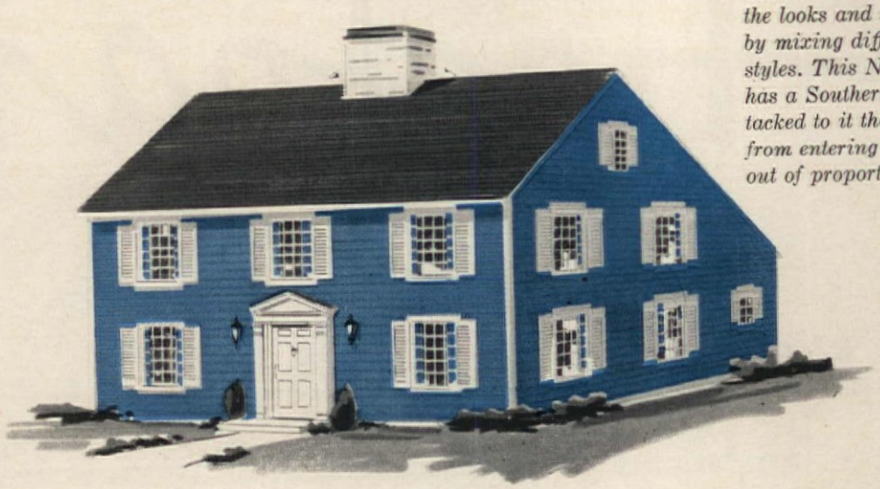
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Right house—wrong porch



DON'T

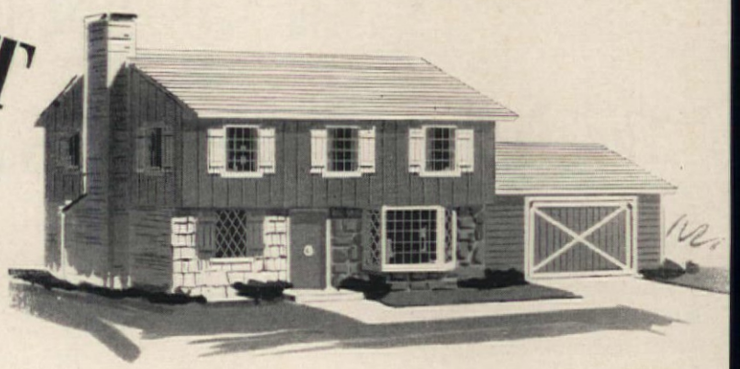
Many colonial houses *can be adapted for use today. But, if you want it to be authentic, don't ruin the looks and sense of your house by mixing different historical styles. This New England salt box has a Southern colonial porch tacked to it that prevents sunlight from entering the rooms and is out of proportion to the house.*

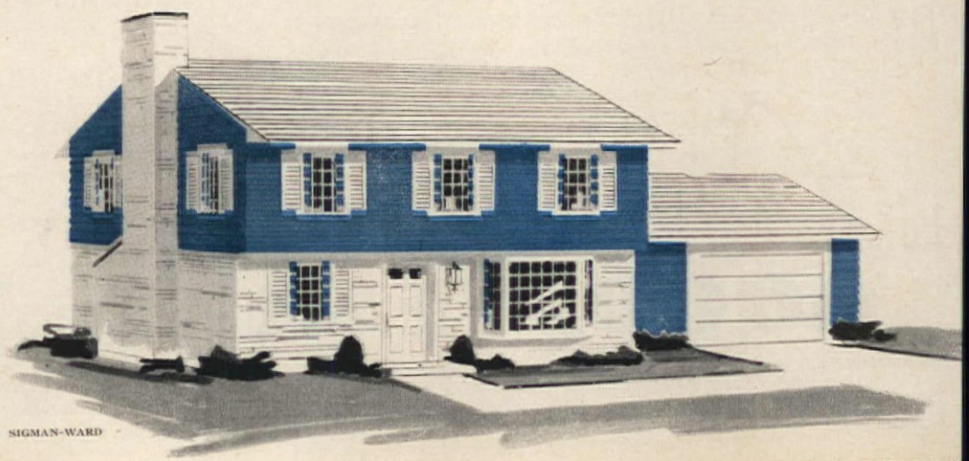


The patchwork-quilt look

DON'T

Too many building materials *on the outside of a house, such as this combination of brick, stone, shingles, and vertical boards, break up the exterior into little patches that confuse the overall design. Building materials are used to support and decorate the total structure, and they should not be considered as a separate design element.*





SIGMAN-WARD

SYROCO NEWS

AMERICAN HOME ISSUE



28½-INCH EAGLE PLAQUE, $20.; 48-INCH SIZE, $50

SYRACUSE ORNAMENTAL CO., INC. DEPT. AH9 SYRACUSE 2, N. Y.

★WALL ACCESSORIES★

Early American Style

DECORATIVE PLAQUES



THE SPINNING JENNY
27" x 20", $33.

The enduring charm of our Colonial heritage is vividly recaptured in these realistic works of art. The light-catching, deep-carved effects are heightened by appropriate colourings on a warm Nutmeg background.

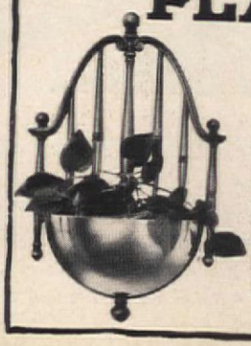


PRISCILLA & JOHN

17½" x 7" each
$15. pair

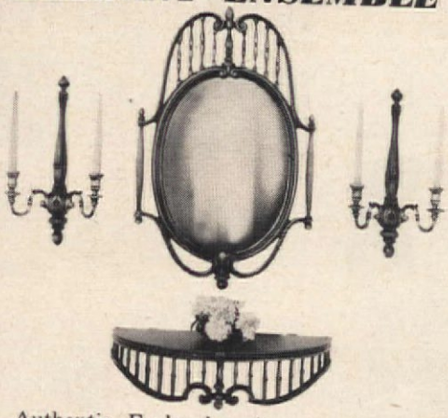


PLANTER

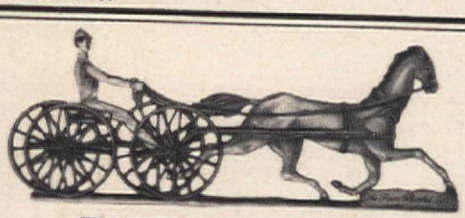


Certified to impart a wholesome aspect to parlors, vestibules, etc. Receptacle may be removed for planting or cleaning. Size overall, 18-inches by 12-inches. Price complete, $15.

ELEGANT ENSEMBLE

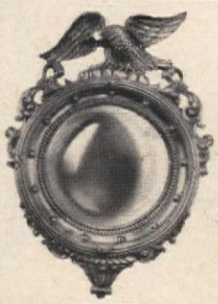


Authentic Early American motifs executed in genuine SyrocoWood. The mirror, $33, is generously proportioned, over 30-inches in height, and is assured to be true plate glass. The table, $30, is 2-feet wide, and employs a solid hardwood shelf. The sconces, 15½" tall, are priced at $20. for two.



FOUR WHEELED SULKY AT $30. RETAIL

A very artistic piece of decoration 37-inches in length with distinctive colourings on Nutmeg, a hand-applied, mellow-toned wood finish that blends with all Early American furniture.



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From the Federal American period (1768-1854), a choice of sizes – 21¼" high @ $18, or 12¾" high @ $8.

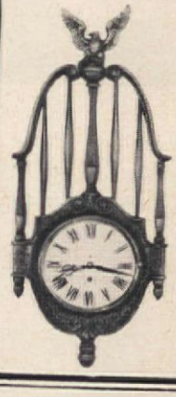
UNUSUAL WALL CLOCKS

Battery-Powered 7-Jewel Movement

The subscriber has made for public sale this interesting timepiece to perform with great accuracy and diligence for 12 to 15 mos. on a single flashlight battery. It is warranted to be a superb example of modern horology.



30½" high, $42.



Wind It But Once Every 8 Days

Utilizing the carved spindles and sloping balustrades of an earlier era, this fine instrument features a 7-jewel movement guaranteed for 1 full year. 25" in height, $32.

BE IT NOTED that all prices hereunto listed are estimated to be approximate retail, slightly higher in the West. Syroco Early American Wall Accessories, designed by Mr. Harry Laylon, may be purchased at fine department, furniture, gift and jewelry stores throughout the land.

A SUGGESTION

Sundry booklets, entertaining and informative, having been duly planned and consummated, all interested parties are urged to acquaint themselves with same by submitting their requests in writing, and enclosing 10¢.

Syroco, Inc., Dept. AH9
Syracuse 2, New York

Name_____
Address_____
City_____ Zone____ State_____

LOOK, IT'S NEW!

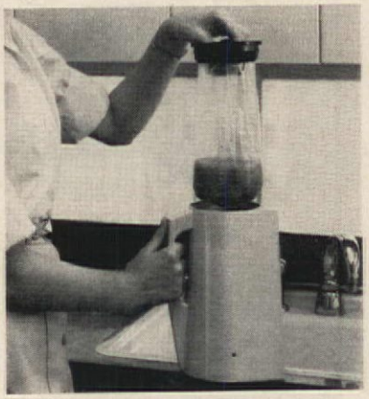
Electric floor washer picks up water! *This new appliance takes all the drudgery and mess out of floor washing. A no-rinse, low-sudsing cleaner is mixed with water in the tank of the washer. Press a lever and the cleaning solution is released onto your floor. As you push the washer along, brushes in the head do the cleaning. Then the washer sucks up the dirty water and deposits it in a separate bag. $79.95. The Hoover Co., North Canton, Ohio.*



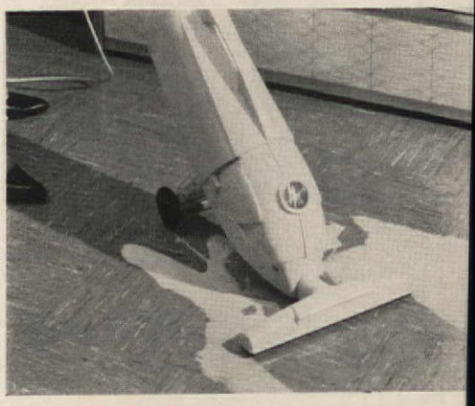
Tank is filled *at the sink with warm water. No rinse, low-sudsing household cleaner is added and dissolved in the water. Bag for dirty water fits in top of tank.*



A touch of a lever *releases fresh cleaning solution onto the floor.*



Dirty water *ends up in the bag!*



Floor washer *also picks up spilled mil*

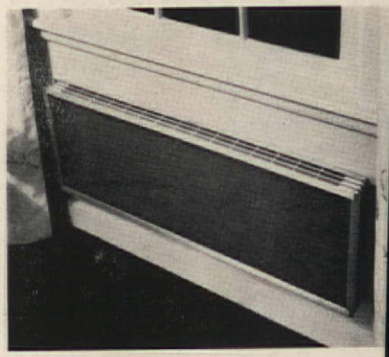
Suggested retail prices



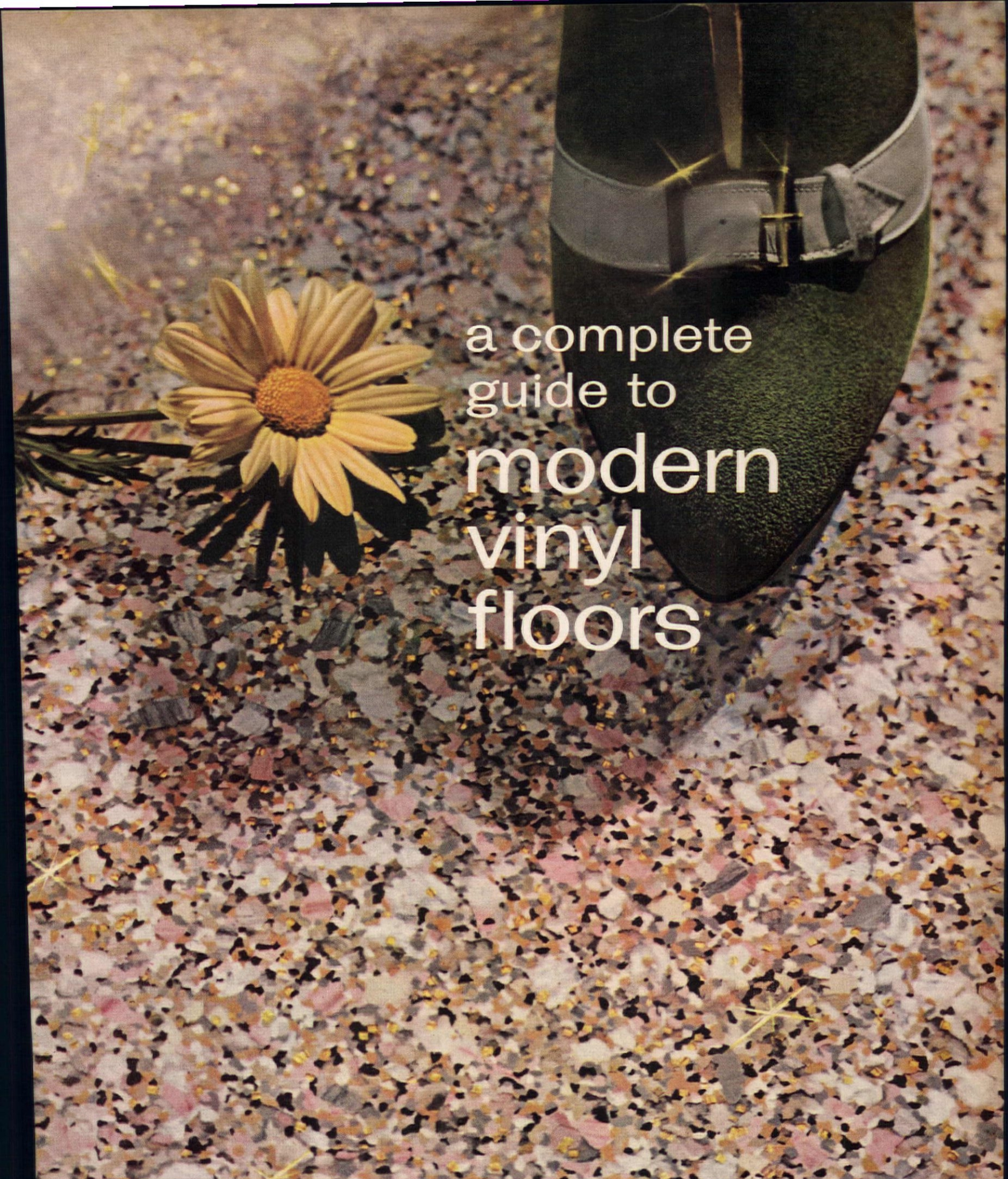
Power-Egg *ratchet screw driver has five times the force of ordinary screw drivers. Three hardened steel drivers fit into the easy-to-grip ratchet socket which turns from side to side. $4.95 in stores. Cuyahoga Products, 10256 Berea Rd., Cleveland, Ohio.*

Formica wall tiles *in ten-inch squares are easy to install. New thickness permits cutting with tile shears, square edges fit flush. Available in eight patterns. $1.20 per square foot installed.*





Electric heating panel *to hang beneath a window has a laminated plastic surface in oak, mahogany, beige tone, or pearlized g finish. Six sizes range from $47.95 to $99.95. Sun-Tron Corp., 7435 W. Wilson Ave., Chicago, Ill.*



. . . presented by Armstrong — the one company that makes all kinds of vinyl floors, including some kinds that nobody else makes. This 8-page Guide is full of sensible facts and exciting decorating ideas to help you choose the vinyl floors that are best for your home.

MODERN VINYL FLOORS – *what they are...where to use them... how much they cost...designs and colors...and everything else you need to know to choose the vinyl floor that's best for any room in your home.*

Here's where you can find out all about vinyl floors. They're one of the most important decorating developments ever—and one of the biggest contributions ever made to easy home care. This Guide provides all the facts you need to make an intelligent selection of the vinyl floors best for you. Keep it handy for the day when you build or remodel—or just want a new floor.

Why vinyl is so perfect for floors

Vinyl—like nylon—is a modern man-made substance. Its qualities make it ideal for floors. Vinyl is beautifully smooth, extremely tough, and isn't harmed by grease, cleansers, perfumes and other things that get spilled around the home. The Armstrong research people have pioneered new ways to use these and other traits of vinyl to make vinyl floors extraordinarily practical and long wearing.

New designs and colorings

It's the unique looks of expertly designed vinyl floors that are causing the biggest stir—stimulating exciting new decorating ideas. Vinyl has an intrinsic beauty all its own: a subtlety, a mellowness, a patina. Its mood can be bright and gay, or quiet and unobtrusive. Vinyl can be crystal-clear or, with a touch of coloring, translucent. Add more coloring, and it becomes opaque. The Armstrong designers use vinyl in these different forms—and sometimes with glittering metallic particles, too—to give certain floors a real three-dimensional effect. It's fascinating.

What makes one vinyl floor different from another?

One difference is in how the vinyl is used. Another is the extent to which it is mixed with other substances. Price depends on the same considerations. Pure vinyl is very costly, so the higher the vinyl content, the more expensive the floor. Some Armstrong Vinyl Floors are made almost completely of pure vinyl. Naturally, they're the easiest to care for and the most luxurious looking. In some, the vinyl is mixed with other, less costly, materials to keep down price without too greatly compromising the decorative and practical advantages of vinyl. And sometimes a protective layer of vinyl is used to seal in the natural beauty of other non-vinyl materials such as cork. Armstrong makes every kind of vinyl floor. That's why we can tell you all about the different kinds—and why we don't have to play favorites.

How much care do vinyl floors really need?

All sorts of claims, such as "no scrubbing and no waxing," have been made for vinyl floors and floor coverings. But, in our opinion, vinyl floors do need occasional washing and waxing if you want them always to look their best. It's true that good-quality vinyl floors are easy to care for. They need less frequent waxing, for instance. And when they are waxed, only a very thin coat needs to be applied. Vinyl floors are very smooth, too. A quick damp mopping gets rid of surface dirt and dust. However, like any surface, the smoother or more mirror-like it is, the more likely you are to see accidental scratches when they catch the light.

Where to use vinyl floors

Your selection of vinyl floors will depend a great deal on the subfloor and the kind of room. The subfloor is the surface (wood, concrete, plywood) over which your new floor will be installed. When the subfloor is in the basement, it's *below grade*. When it's downstairs in a basementless (or slab-construction) house, it's *on grade*. And the subfloor is *above grade* if it's upstairs or over a basement or crawl space. Armstrong vinyl tiles can be installed anywhere—upstairs or down. Until recently you couldn't use sheet vinyl floors on grade or below grade. Now you can. Armstrong has developed a special backing, known as Hydrocord, for some styles of sheet vinyl Corlon, which makes them completely resistant to the alkaline moisture in concrete, on and below grade. As for the kind of room, only you can decide where you want to use vinyl floors. All Armstrong Vinyl Floors are perfect from both decorative and practical points of view for any room.

Sheet vinyl floors or vinyl tile?

Vinyl tile is preferred by do-it-yourselfers, because it's easy to handle. It also makes an excellent floor when it's installed by professional flooring craftsmen. When you consider a sheet vinyl floor, you'll find that one of its biggest advantages is that it can be put down with a minimum of seams. Because joints and seams make work for the housewife by catching dust and dirt, it's wise to avoid them if you can.

Do-it-yourself or professional installation?

Having the craftsman from your flooring store install your new floor gives you a number of advantages. First off, you're sure of a professional result. What's more, you can get custom effects that enhance the beauty of your floor and give your home a completely individual look. And the professional craftsman can join seams so skillfully they're virtually invisible—with no place for dust to hide. On the other hand, there are vinyl floors in this Guide that are specially made for the easiest possible do-it-yourself job.

Now—the matter of money

Vinyl floors vary in price. Some are downright inexpensive—Armstrong Excelon Tile, for instance, installed by a do-it-yourselfer in a 10′ x 15′ area, would cost only about $40.00. Some are frankly expensive—Armstrong Opalesq Vinyl Tile in that same 10′ x 15′ area, installed by a professional craftsman, might cost around $375.00. With each floor in this Guide, we've listed the approximate price for the floor installed in a 10′ x 15′ area. Various factors, such as room size and shape, the type and condition of your subfloor, custom work (if any), local labor rates, and so on, make it impossible to give exact price information for your specific rooms. To find out just how much it would cost to have a new Armstrong Vinyl Floor in any of your rooms, see a flooring dealer. He'll give you an estimate, at no obligation. Easy terms are usually available.



MODERN
VINYL
FLOORS: *sheet form*

colored vinyl chips set in translucent vinyl; elegantly simple design; unique nubbly surface

Armstrong
TESSERA CORLON

This Armstrong exclusive is the very latest development in sheet vinyl floors. Small, opaque vinyl chips "floating" in translucent vinyl give Tessera an intriguing three-dimensional appearance. You look deep down into the floor, instead of just at it. And you can actually feel the mosaic chips when you run your fingers over Tessera's surface. It comes in a variety of colorings —some monochromatic, some with accent chips in contrasting colors—and provides an elegant setting for traditional as well as modern furnishings. Because Tessera has the alkali-resistant Hydrocord Back, it can be used on grade and in basements, as well as above grade. In a 10′ x 15′ area, Tessera costs about $150.00 installed.*

*See opposite page.

This photo shows you the actual size of the vinyl chips in Tessera. Style 86535



Style 86537



Style 86530



Style 86539

In foreground, style 86535. In dining room, style 86531.

MODERN
VINYL
FLOORS: *sheet form*

glittering metallic particles; richly colored vinyl chips; translucency

Armstrong FUTURESQ CORLON



This is Futuresq Corlon, style 6803. It is shown in full size on the title page of this Guide.

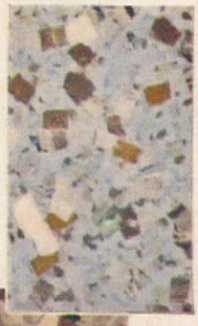
The picture below shows you how Futuresq Corlon—an Armstrong exclusive—unobtrusively gives a gay modern look to an entire room. Tiny metallic particles are permanently embedded right into the floor itself. So Futuresq will retain its enchanting glitter even under heavy daily wear. Although the surface looks fascinatingly textured, it is, in fact, satin-smooth and very easy to keep clean. Futuresq Corlon is made in a wonderful variety of colors and can be used in all above-grade rooms. It costs about $125.00, installed in a 10′ x 15′ area,* and is limited in its availability. Write us, and we'll be glad to tell you which dealers in your area have Futuresq.

*See 2nd page of this Guide.

Pictures just can't do full justice to the glittering richness of the metallic particles in Futuresq Corlon. You must see the actual material to realize its full beauty. This is style 6804.

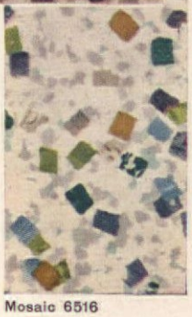


Mosaic 6519



Mosaic 6508



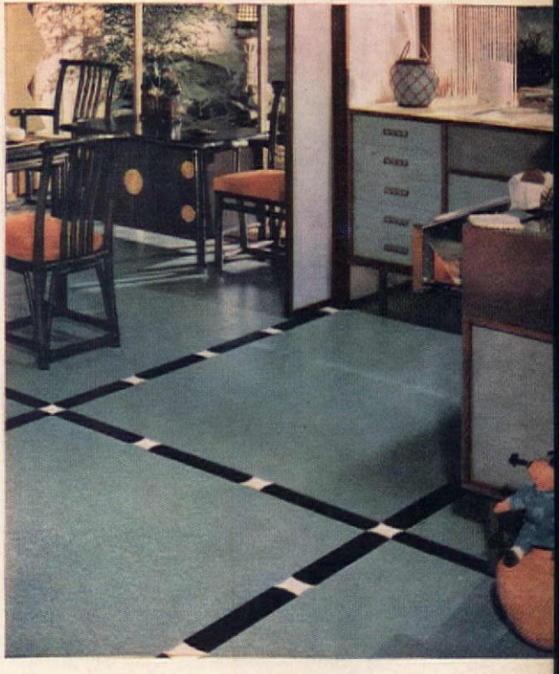


Mosaic 6516



In this family room the floor is Armstrong Corlon, Mosaic style 6515. Note custom effects made with Armstrong Decorator Inlays.

The inexpensive Armstrong Decorator Inlays installed in striking custom designs give this room a smart, unique look. Corlon is Granette 6187.



mosaics, terrazzos, and other inlaid textured effects; sprightly colors

Armstrong VINYL CORLON

Terrazzo 6205





Terrazzo 6219

Terrazzo 6214



The three stylings shown on this page are in the most popular and least expensive type of sheet vinyl floor, but they can be used only on subfloors that are above grade. Armstrong Vinyl Corlon comes in a wide variety of subtle designs and in many interesting colors. It's easy to choose the one that perfectly matches your decorative style. Sheet Vinyl Corlon gives you the added easy care only a virtually seamless floor provides. And it's not harmed by most of the things that get tracked in or spilled on floors around the house. Special custom design effects can be worked into your floor by the dealer's installation experts at little extra cost. They'll use Armstrong Decorator Inlays—vinyl strips and special shapes that will give your floors a completely individual look. Corlon installed in a 10′ x 15′ area costs about $100.00.*

See 2nd page of this Guide.

Granette 6184



Granette 6186



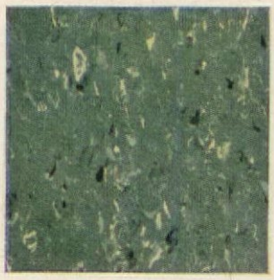
MODERN
VINYL
FLOORS: *tile*

vinyl-asbestos; ideal for do-it-yourselfers; inexpensive; many designs

Armstrong EXCELON TILE

There are all sorts of different brands of vinyl-asbestos tile available today. Some are better than others. Armstrong Excelon Tile has become a special favorite with do-it-yourselfers, because Excelon can be cut with scissors to fit snugly in corners and around pipes, and the adhesive is easy to apply with a brush. Of course, Excelon is a fine floor when it's installed by your dealer, too. Excelon Tile can be used anywhere in the home—including the basement. For its low cost, Excelon Tile is a long-wearing floor with a bright, glossy surface and unusual resistance to staining. And what decorative variety. You'll find in Armstrong Excelon Tile over 80 colors in 8 design effects. (A sampling of designs is shown.) Costs about $40.00 for a do-it-yourselfer to cover a 10′ x 15′ area.*

*See 2nd page of this Guide.





Elegance at low cost. The Imperial Series is an Armstrong exclusive. The subtle chip design goes right through the tile, can't wear away. At left, style 871, at right, style 874.

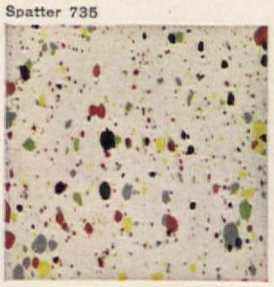


Corkstyle 798

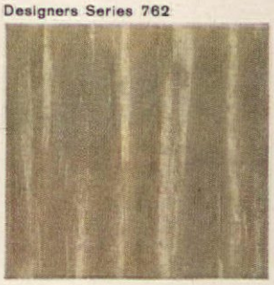


Styletone 832

Spatter 735



Designers Series 762





Even white and other light colors in Armstrong Custom Corlon Tile are easy to keep lustrously clean. This is style 460 and black inlay strips.



solid vinyl tile; lustrous colorings; exceptionally durable and practical

Armstrong CUSTOM CORLON TILE

Solid (or "homogeneous") vinyl tile is very much in vogue for its smart appearance and long wear. It can be used anywhere, even in basements. Armstrong Custom Corlon Tile was specially formulated to give several important exclusive advantages: It's guaranteed not to shrink or expand; it resists indentation from heavy furniture; it's exceptionally resistant to household chemicals; and cigarette burns are easily removed. Custom Corlon Tile comes in a choice of shapes and sizes, two subtly textured patterns, in many lustrous colors, as well as plain black and plain white. It costs about $180.00, installed in a 10′ x 15′ area.*

*See 2nd page of this Guide.

Style 483



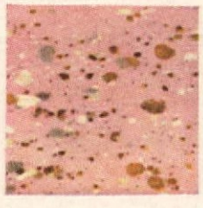
Style 1417



Style 484



The fashionable glitter of metallic particles—gold, silver, bronze—is now available in Excelon Tile, the low-cost floor specially designed for do-it-yourselfers. In the room above, the floor is Excelon Tile, 352—Ivory Gold—and 353—Redwood Gold. At right, 303—Pink Gold. Far right, 351—Black Gold, in full size.





super-luxury vinyl tile; deep-hued colors; with translucent effects; decorators' favorite

Armstrong
OPALESQ VINYL TILE

This is the vinyl tile that interior decorators love for giving prestige interiors extraordinary luxury and distinction. Opalesq Vinyl Tile has a three-dimensional effect, translucency, unusually deep colors, a hint of metallic glitter. Made almost completely of costly pure vinyl, Opalesq is very durable and easy to care for. It comes in a variety of high-fashion colors, in several shapes and sizes, and can be used above, on, and below grade. It costs about $375.00, installed in a 10′ x 15′ area.*

*See 2nd page of this Guide.





Chips of clear vinyl, deeply colored opaque vinyl, translucent vinyl, metallic-hued vinyl (as shown at left above) are fused together to form the distinctive design effect and intriguing colorings of Opalesq Vinyl Tile. This is style 1484.

MODERN
VINYL
FLOORS: *cork tile sealed in vinyl*

tiles with extra-big pieces of imported natural cork; protected by clear vinyl

Armstrong
CUSTOM VINYL CORK TILE

Here's a floor that gives you a combination of the natural beauty of imported cork and the practicality and long wear of vinyl. Armstrong Custom Vinyl Cork Tile has big dramatic-looking chunks of cork, and a completely transparent fused-on layer of vinyl seals in its beauty. It comes in several shadings. Custom Vinyl Cork Tile can always be used above grade and often on grade. (The dealer can tell you when.) Costs about $290.00, installed in a 10′ x 15′ area.*

*See 2nd page of this Guide.



Style 1005 (Close-up)



Style 1008



Style 1009



Custom Vinyl Cork Tile is a luxurious setting for traditional or modern décor in any type of room.

Armstrong VINYL FLOORS

To see the many different colors and designs in Armstrong Vinyl Floors, visit your local flooring dealer. There you'll see for yourself the unique luxury and quality of Armstrong Vinyl Floors—and the intriguing three-dimensional depth, metallics, and other effects that can't be shown properly on a printed page. You'll realize how practical these floors are, too. **Send for a free copy** of this Guide to Vinyl Floors, in booklet form, for handy permanent reference. Write to Armstrong Cork Company, Rye Street, Lancaster, Pa. In Canada, Dept. B, Box 919, Montreal.

The floor covering in this kitchen is Armstrong Vinyl Accolon, style 9020.



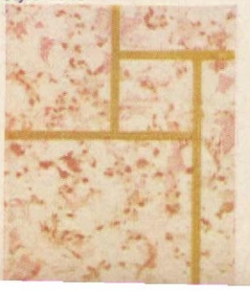
Style 9022



Style 9031



Style 9040



a guide to low-cost, photoprinted vinyl floor coverings

Armstrong
VINYL ACCOLON

This new, low-cost type of vinyl *floor covering* is becoming very popular. Because it's a printed material, it is entirely different from the *vinyl floors* in this Guide. Armstrong Vinyl Accolon is made by an exclusive method with several layers of vinyl and a new photoprinting process using vinyl inks. This provides exceptional depth of color, high gloss, and a long-wearing, easy-to-clean surface. Vinyl Accolon comes in many handsome designs; costs about $25 for a 10′ x 15′ area. It doesn't have to be pasted down (though it can be), so it's ideal if your landlord won't permit a new, permanent floor, or if you're moving soon.

CAN YOU AFFORD TO SEND THEM TO COLLEGE?

With costs skyrocketing, can you spend $1700 to $2300 a year to send your son or daughter to college?

RAY VICKER

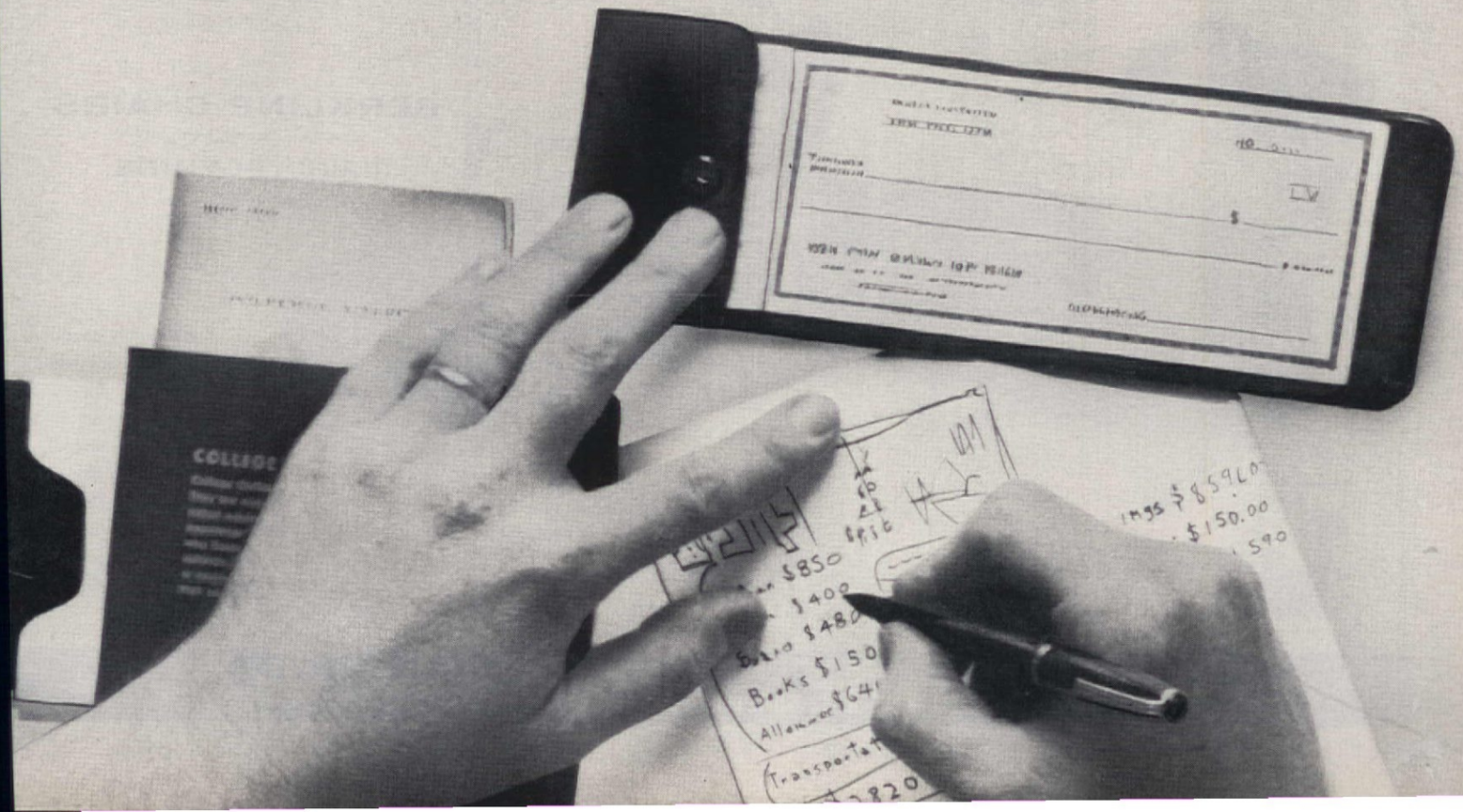
Will your children be denied a higher education because of rapidly rising costs? When colleges and universities opened their doors this year, tuition fees averaged 8 to 9 per cent higher than last year. For many parents this places a stiffer strain on already strained budgets.

The uptrend is clear cut. At Amherst College, annual tuition fees this year have risen from $925 per student year to $1050. At Northwestern University, tuition has climbed from $795 to $960 for the 1959-60 school year. At Princeton, the new tuition level is $1450 for undergraduates and $1000 for graduate students after a $250 hike for each. This is just a sample. School after school around the country has scheduled increases.

The rising-cost trend in education certainly poses a barrier to higher education for many boys and girls, but it is not an insurmountable barrier to the determined student and his parents. The situation does mean, though, that parents will have to start building an education fund as soon as their children are born.

TUITION ONLY PART OF COSTS. Tuition, of course, is only one element of college costs along with board, room, books, lab fees, and other miscellaneous items. But tuition is the indicator of the overall upward cost trend. Living costs vary among students, and even with the same student at different times. Tuitions at schools don't vary according to the wealth or poverty of the student.

Generally, in a private school, total cost of *(continued)*



(continued)

attendance is roughly two to two and a quarter times the tuition cost. State schools have no rule of thumb to apply to attendance costs because of the wide range of fees. Where tuitions are very low, or even nonexistent, cost-of-living trends indicate trends in state college costs.

The Office of Education expects that the cost of attending college may double over the next dozen years. That would mean that around 1970, four years of college would average about $13,600 at a public institute and $18,400 at a private one. This year total costs will average an estimated $1700 in public and $2300 in private colleges annually, for a four-year total of $6800 and $9200, respectively.

Don't Give Up Hope

Some parents may decide that college for the children is almost impossible today, and out of the question in the future, if a doubling of costs may be expected by 1970. But don't forget that the same inflation which may hike college costs probably will be raising incomes too. Scholarships and loans may be easier to obtain.

Don't be overwhelmed by averages, either. The figures—$1700 at a public and $2300 at a private school for this year—are averages only. One survey of 110 colleges showed budgets of students ranged from $676 per year to $4101. Another showed that total costs of attending college ranged from a low of $600 a year in one public college to a high of $6000 a year in a select private college.

The cheapest college is one to which the student can commute. Next come state colleges and universities in your own state. The real bargain, however, is not the college with the lowest price tag, but the one which provides the education most appropriate for your child.

Fund Building With Stocks

A Chicago executive started an investment program 17 years ago when his daughter was a toddler. His first purchase involved five shares of General Motors stock. By this year he had invested $3460 in his fund, sticking to what he terms a "conservative" buying policy. The market value of those stocks now amounts to just over $10,000, and he already has cashed in $2500 to send his daughter to an Eastern girls' college this year.

The New York Stock Exchange has made it even easier for the small investor than when this man started. It now has a plan—called the Monthly Investment Plan—which permits you to invest as little as $13.33 per month, purchasing stocks via installment payments.

The best stocks to purchase for an educational fund are what brokers term "appreciation stocks," those which grow at a faster rate than the economy. Usually, this is because such companies are continually plowing earnings back into the business in order to grow.

Speculations should be avoided. Before purchasing any stocks, you first should have adequate life insurance plus a bank account sufficient to cover emergencies which may arise.

For some simplified explanation about investing, write the New York Stock Exchange for a copy of its free booklet. "Does It Make Sense for Me to Buy Stocks?" The address: 20 Broad Street, New York 4, N.Y.

For the person with little knowledge of the market,

(continued)

THE COMFORT CHAIRS FOR MEN

...that women Love



BERKLINE CHAIRS
covered in durable, high-glaze
ALGIERS PLYHIDE
Reinforced With Nylon

BERK-LINER® Recliner
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For absolute care-free relaxation...for man-sized comfort... and for the smart styling women adore — there's nothing like a BERKLINE chair covered in PLYHIDE vinyl. At leading stores . . . or write Dept. H-1, BERKLINE, Morristown, Tennessee.

THE BERKLINE CORPORATION — King of Comfort Chairs



MOST ADMIRED NEW OVEN OF THEM ALL! Stunning example of the creative thinking you'll find in all Philco Citation custom appliances: wall ovens, drop-in range tops, refrigerator-freezers (horizontal and vertical), dishwashers and disposers.

PLAN YOUR CUSTOM KITCHEN AROUND

PHILCO'S *Citation* SPLIT LEVEL DOUBLE OVEN

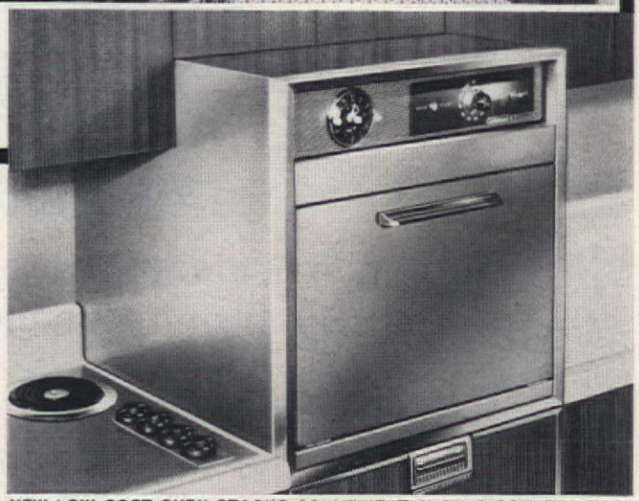
The showcase visibility and no-stoop convenience of Philco's Split-Level Oven make fine cooking an effortless, can't-miss affair. Upper level is a big capacity meat oven for roasting, rotisserie cooking and closed-door broiling. At counter level is a unique sliding drawer for baking cakes, pies, breads and casseroles.

Not shown here, but equally distinguished, are the other Philco appliances selected for display at the first NAHB* research home. For example, the surface cooking center fits over any standard 30-inch cabinet. Super-thin design does not interfere with use of the drawer below. Controls may be set next to the unit, on the wall – anywhere you like.

For all the facts you need to plan your custom kitchen, send for Philco's free Citation Line Folder. You'll receive beautifully illustrated material and complete information on the whole Philco Citation line. Just mail the coupon today.

*National Association of Home Builders

PHILCO QUALITY FIRST!



NEW LOW-COST OVEN STACKS CONVENIENTLY ON A COUNTER TOP! A natural for "one-wall" kitchens! The new Philco Citation "82 Oven" fits flush on any standard 24-inch base cabinet – even on top of a dishwasher. All-over coppertone finish makes expensive cabinetry unnecessary. Cheaper to run, too, because it gives peak performance. Either 230-or 115-volt model available. Full 20-inch oven interior, plus automatic timer and variable thermostat for extra convenience.

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Saves you the hike back to the cleaner



First canister cleaner with the on-off switch on the handle

Now on the cleaner that walks on air—Hoover's new Under-the-Thumb Control. Saves you the hike back to the cleaner. You use your thumb to save your feet!

When the phone rings, or you want to move the furniture, it turns on and off right where you are, not way back at the cleaner. See the new Hoover Constellation with double-stretch hose, new low-silhouette nozzle, full horsepower motor and complete set of attachments. Easy budget terms available.



HOOVER®
Constellation
FINE APPLIANCES
. . . around the house, around the world®

(continued)

mutual funds or closed-end investment companies offer a means of investing under professional control. You purchase a share of a company and that company invests your money in the stock market. You pay a higher commission than if you bought stock yourself, but you have experts picking the stocks.

Savings, Annuities, and Bonds

If in doubt about investing, start an account in a bank or savings and loan association. Make certain, though, that your savings institution insures deposits.

Insurance with any major company or society is another safe method of building an education fund.

Outside Help

Only a small percentage of parents can hope to build funds which will cover the full cost of education for all their children. Do not worry too much if you haven't the money for all four years of college. If the student has enough to meet the costs of his freshman year, he may be able to obtain part-time work or a scholarship to take him through the next three years.

As a sophomore, he has a better chance of obtaining work at school than he will as a freshman. If grades are good that first year, scholarships become more numerous. Loans are more readily available too.

Scholarships

Scholarships may help cut costs for deserving students. A student should apply for them when he registers at a school, and he should apply at several schools. Dr. Donald L. Thistlethwaite, associate director of research, National Merit Scholarship Corp., stressed this fact in one recent study. His findings showed that high-school students who are unsuccessful in obtaining college scholarships frequently apply to only one type of scholarship-granting agency, make few applications, and seek to attend already crowded, popular colleges. Dr. Thistlethwaite concluded that gifted students who need aid should make more frequent and diversified scholarship applications.

Today a paradoxical situation sometimes exists: there is a shortage of scholarships in some areas while others go begging.

About 156,000 boys and girls of college age are eligible for scholarships worth $110 per month under the

(continued)

Coming Next Month!



THANKSGIVING FAVORITES

Four pages of old-fashioned goodness featuring upside-down nut cake . . . roast pork with seasoned pudding . . . Boston baked beans . . . and mouth-watering homemade bread!

It's a good thing that

Tide keeps on working after other suds have quit!



Tide gets clothes the cleanest clean there is for a very simple reason: It keeps on working after other suds have quit. You've probably already seen this demonstrated on TV. It's quite dramatic. Tide keeps on eating up dirt after other suds get tired and quit.

And doesn't it stand to reason that the product that works the hardest gets your clothes the cleanest?



Tireless Tide for the cleanest clean there is!



FOR A DEVILISH NEW WAY TO MAKE A "DENVER"

This sunshiny sandwich really hits the spot on snappy fall days.

Shake together in a jar 2 EGGS, 1 tbsp. minced GREEN PEPPER, 1 tbsp. MILK, 1 Regular Size (2¼ oz.) can UNDERWOOD DEVILED HAM. Pour into greased skillet and brown lightly on both sides. Makes 2 sandwiches.

You'll find Underwood Deviled Ham is the goodness ingredient in all kinds of sandwiches, as well as snacks and party dishes. Keep *several* cans of Underwood "Handy Ham" right on your pantry shelf for fun dishes in minutes . . . any time!



MADE FROM WHOLE HAMS finely ground and delicately seasoned according to a secret formula. Gives you a wonderful, can't-be-copied flavor you get only in Underwood Deviled Ham.

FOR FREE SNACK RECIPES WRITE: ANNE UNDERWOOD, DEPT. 6Z, RED DEVIL LANE, WATERTOWN 72, MASS.

(continued)

War Orphans Act. But last year only 25,000 sons and daughters of parents killed in World War II or Korea were in college.

Every scholarship lead should be investigated. If your name is Anderson, Borden, Murphy, or Bright, you are eligible for specific scholarships at Harvard University. If you are the daughter of a college professor, Vassar has a special scholarship for which you may apply. If you are the son of a clergyman, there are universities such as Drake and Dubuque which have scholarships waiting. If you are a Southern girl, you may want to investigate a Sarah Lawrence scholarship.

Students can learn about scholarships from high-school counselors, college catalogues, and library directories. One Office of Education study of 1562 institutions showed that there were 237,370 scholarships available and that is far from a complete list. Many local scholarships aren't listed in any national summaries.

Your state department of education can tell you about scholarships available at institutions in your state. The National Merit Scholarship Corp., 1580 Sherman Ave., Evanston, Ill., can tell you about its awards. The Science Clubs of America, 1719 N Street, N. W., Washington, D.C., can supply information about Science Talent Search scholarships. Lodge groups such as the Masons and Rotarians grant scholarships, as do certain labor unions.

Today about a fifth of all the students in colleges hold some kind of scholarship. But scholarships account for only about 5 per cent of total expenses. Size of scholarships range from a few dollars to $10,000. The median is $218 for college-donated and $268 for outside donor scholarships. Most students should regard scholarships as a crutch rather than as the platform for a college education.

Part-time Jobs

Jobs help lighten the cost load, too, though grades may suffer if the work-week exceeds 12 hours. About 20 hours a week should be the maximum, say college authorities.

College pay is around $1.25 an hour, seldom much higher, often lower. Boys average around $500 a year on jobs, while women average around $275. Job prospects are better if the college is located in or near a large city.

Students might consider working for Uncle Sam too. Each year about 2000 young men obtain practically a free college education through the Naval R.O.T.C. You might check the separate branches of the Armed Services at Washington 25, D.C., concerning college opportunities.

Sources of Loans

In the years ahead, loans will come into prominence as a source of college funds. Basically there are five broad sources for loans: the *college* itself; *private lenders:* banks, Tuition Plan, Inc., One Park Ave., New York 16, N.Y., Insured Tuition Payment Plan, 112 Water St., Boston 9, Mass., and others; *clubs* in your home town; *state and regional* loan guarantee plans; and *federal* subsidized loans.

About two thirds of the colleges have some form of loan plan for students. Harvard University has $1,830,000 in its loan fund, which lends up to $600 a year at simple interest with loans repayable after graduation.

At California Institute of Technology, two different deferred-tuition-payment plans have just been arranged with a California bank. Plan A permits an incoming freshman to pay $600 a year for four years at $50 per month, and $50 per month after graduation for about six more years. (Tuition in 1959–60 is $1275.) Interest is 5 per cent with the student or parents insured during the life of the contract.

Plan B requires three equal installments on tuition per year totaling $375, plus quarterly payments of 5 per cent interest on the outstanding balance until graduation. Six months after graduation the student begins paying at the rate of $50 per month for the next seven and a half years. Insurance is similar to Plan A.

Grinnell College, in Iowa, has a monthly payment plan whereby costs of college may be spread over eight years. Rensselaer Polytechnic Institute offers a loan plan to students through the Marine Midland Bank of New York.

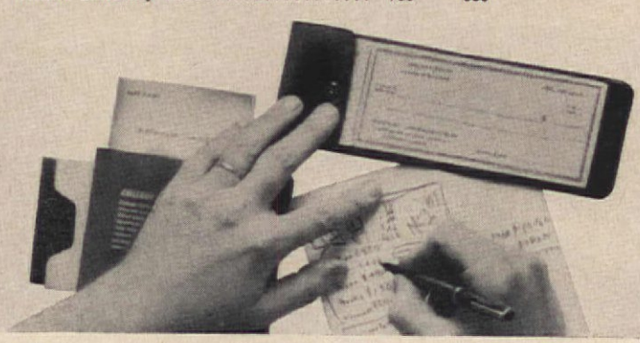
The Tuition Plan, Inc. program is representative of some of the private lenders. At present the organization has 500 "associates" (schools that operate the plan) in 42 states. Among the associates are the University of Pennsylvania, New York University, Emory University, Trinity College, San Antonio, Tex., and Catholic University.

(continued on page 93)

THE RISE IN COLLEGE TUITION COSTS

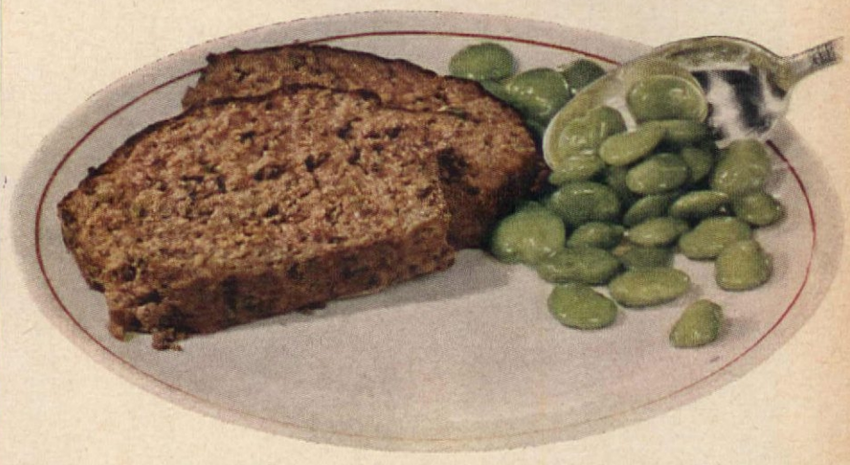
This is a representative sampling of increases this year. They apply to tuition only. Board, room, books, entertainment, etc. must be added for total costs.

	TUITION COSTS 1958-59	1959-60	
Alfred University	$900	$1000	
Amherst College	925	1050	
California Institute of Technology	900	1275	
University of Chicago	900	960	
University of Cincinnati (resident)	400	450	
(nonresident)	600	675	
Colgate University	1100	1350	
Columbia University (law school)	1000	1100	
University of Colorado (nonresidents)	303	333	
De Paul University	576	624	
Elmhurst College	500	600	
Franklin & Marshall College	900	975	(Plus $25 health fee)
Hofstra College	25 to	30	a semester hour
Hobart College	1000	1130	
Illinois Institute of Technology			
Engineering	800	850	
Liberal Arts	730	780	
Knox College	874	1100	
Middlebury College	950	1200	
Niagara University	600	700	
New York University	30 to	35	a credit hour
Northwestern University	795	960	
National College of Education	760	850	
Princeton University	1200	1450	
University of Rochester	1000	1150	
Roosevelt University	540	585	
University of South Dakota (resident)	150	198	
(nonresident)	270	366	
Syracuse University	960	1100	
Xavier University	450	500	
Tulane University	750	880	(Plus $110 fee)
Yeshiva University	700	900	

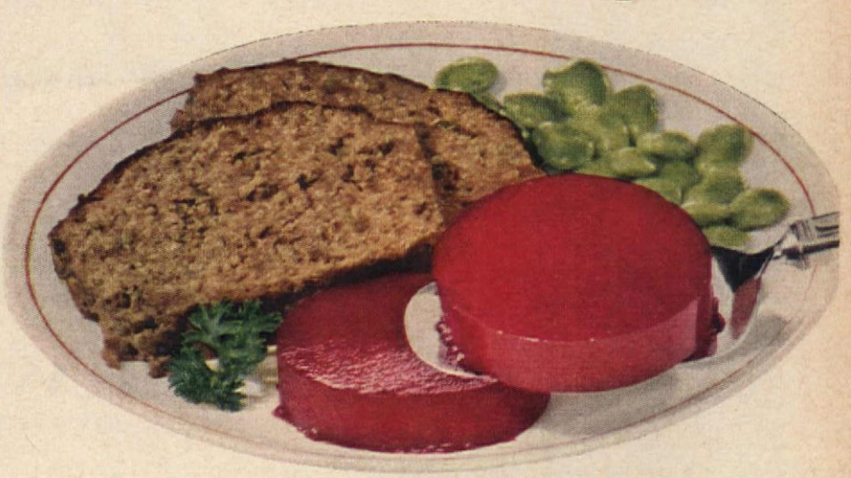




Put the meat loaf on the plate...



put the beans on the plate...



add the one thing that makes the meat taste better!

OCEAN SPRAY CRANBERRY SAUCE

NATURAL MATE FOR EVERY MEAT!

14 VITAMINS AND MINERALS plus more natural fruit pectins than oranges, apples, bananas or any other fruit!

- Cuts the richness of fat meats
- Adds fresh fruit juiciness to dry meats
- Leaves a clean, fresh taste in your mouth



The cranberry farmers'

Every dollar's a magic dollar when it buys **Corlane Carpets...** from the looms of **Mohawk**



Beauty and luxury at a magic price you can afford. That's carpet value you get with all-wool, all-wonderful Corlane by Mohawk, the world's largest maker of carpets and rugs. This extra durable, richly thick carpet boasts a crush-resistant loop pile texture that masks footprints even in busiest areas. And Mohawk's new Duo-Bond backing locks in the tufts for greater stability, easier installation. Choose from a glittering galaxy of fashion-right colors... tweeds and solids... right for any decor.

Mohawk

MOHAWK CARPET MILLS, AMSTERDAM, N. Y.

THE AMERICAN HOME PICTURE BOOK OF DECORATING

PART 1: HOW TO USE COLOR. *Color is everywhere around you. But nowhere is it more exciting or important than in your home. The choices open to you are as varied as the rainbow itself. Here in our Picture Book of Decorating, we bring you nine full pages devoted to the uses of color . . . how you can be soothingly subtle or bold and bright. How to get vibrant accents . . . how to be monochromatic with your favorite color. Ideas to make your whole house sing with color!*

ROBERT W. HOUSEMAN



Demarest



***SUNNY WALLS** in the Delmer Daves home set simple, effective color scheme. Yellow and orange pillows and chair pads alternate for interest.*

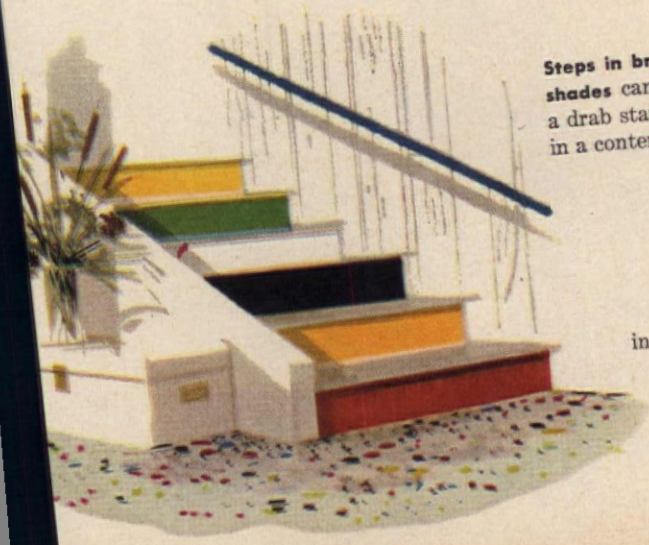
BE GENEROUS WITH COLOR—

let paint or wallpaper create a mood of serenity or excitement in your room. Walls and floor coverings give you the widest opportunity for generous use of color. Give these areas special consideration. Use colors to change a room's proportions—light colors make a room larger, dark shades can lower a too-high ceiling, horizontal stripes can widen a narrow room. Bring out the beauty of your furniture by silhouetting it against paler shades or subdue its imperfections against darker hues. An interesting color contrast on the walls with paint or wallpaper or a new shade of floor covering can make your entire room look brand new without changing any of the furnishings.

DECORATOR: BETTY LOTZ • KRANZTEN STUDIO, INC.

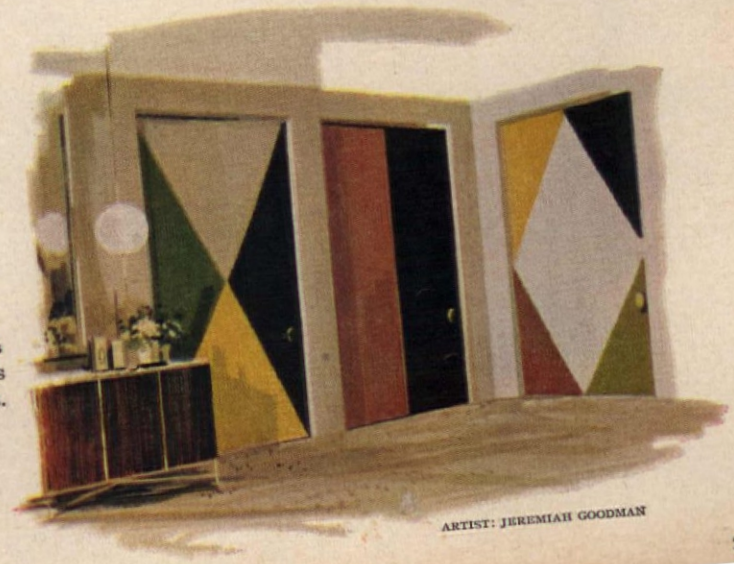
DECORATORS: JOHN AND LOUISE GOOD • GEORGE DE GENNARO

GREEN WALLS, carrousel wallpaper, and pink plaid cushions give a garden feeling to this little sitting room.



Steps in bright primary shades can spark up a drab staircase in a contemporary setting.

Mask and paint sections of flush, plywood doors in smart geometric patterns.



ARTIST: JEREMIAH GOODMAN

OWNER: STANLEY J. SITTENFIELD • PHOTOGRAPHER: ERNEST SILVA

DECORATOR: TRESSARD ASSOCIATES • PHOTOGRAPHER: F. M. DEMAREST



DECORATOR: INTRAMURAL, INC. BERYL S. AUSTRIAN, A.I.D. • PHOTOGRAPHER: SCOTT HYDE

GET DRAMA IN COLOR HARMONY

and come up with a striking room. Choose fabrics, wall and floor coverings in colors that go well together. Add a dash of the unexpected in an accent color, or use a more intense shade of the room's base color. See how often an additional sharp color will pick up a scheme that is done in perfect harmony. Simple drama is in that little extra—the Bristol-blue vase in an essentially pink and beige room, the emerald-green cushion in a setting of blues and grays. Rooms of neutral backgrounds take on high style when fashion-wise color is used on floor and furniture.

PINK CEILING *in the room at far left takes its color cue from the floor covering, giving warmth to room and lowering high ceiling. A good way to lift a room's spirits.*

BLUE ROOM *has sparks of many other colors. The woven rug, throw cushions, and brighter accessories relieve light blue effect, add more excitement to the setting.*

WARM BEIGE TONES *present a pleasant background in this contemporary room—but the bright idea is the flash of color in the carpeting and the accents of plaid.*



BRIGHTLY PAINTED light fixture (an old one) and gay shades add a touch of glamour to dining room in need of color.

JEREMIAH GOODMAN

USE A SINGLE COLOR BOLDLY —your favorite color, of course. Whether it's sapphire blue, or brilliant yellow, or lime green, or a subtle shade of pink, violet, or pale turquoise, it will serve as a take-off point in a scheme that is distinctively your own. The trick in featuring a single color is to use it in several lighter and darker shades, and with lots of white as the background. But use it emphatically for the most decorative effect.



***FIRE-ENGINE RED** in carpeting, on the wall of window alcove, and in the accents is good setting for the fabrics which have lighter and darker shades. Vinyl flooring is marbleized in shades of pink with white.*



Bright green design copied from pattern of bed quilt is stenciled on wall over bed for unusual use of single bold color.



F. M. DEMAREST • DECORATOR: TRESSARD ASSOCIATES

CHOOSE COLOR-BRIGHT ACCENTS in one or more pieces of painted furniture for a really new look in decorating. Make any room sparkle with the addition of a brightly painted table, chest, or

STUNNING BLUE CABINETS *furnish color and style to bath or dressing room.*



KRANZTEN STUDIO, INC.

chairs. Set off a monochromatic scheme with contrasting colored pieces, or try storage units of multi-colored cabinets and shelves in contemporary styling.



COFFEE TABLE becomes focal point with a coat of pumpkin-color paint.

DECORATOR: JACQUELYN ROSS HARTLEY



ALDERMAN STUDIOS



BLUE CEDAR CHEST *decorated with provincial designs will dress up a young lady's room.*



COLORFUL STORAGE PIECES *enliven children's domain as shown in the Barre Shlaes home.*



BLACK LACQUERED CHAIR *with brilliant yellow upholstering adds dash to monochromatic color scheme.*



TURQUOISE DINING CHAIR *stands out sharply against white brick wall for colorful accent.*

Plant a festival of



TULIPS



JOHN BRIMER

Now's the time to load your garden with next year's gaiety of springtime!

Next spring you can have a dazzling array of tulips that will last over two months, right in your own garden. Some of the lesser-known kinds—but as large-flowered and brilliant as any—start fully a month before the tall May-flowering varieties, and some of the smaller kinds bloom earlier still. Choose a full range of early, midseason, and late-flowering varieties right now, and get the bulbs planted before the ground freezes.

Work out groupings of tulips and other flowers that'll provide delightful color blends and striking contrasts. Low-growing, April-flowering tulips combine wonderfully with some of the taller daffodils. Hyacinths are remarkably effective with either taller or same-height tulips. And there are innumerable ways to combine tulips with the "little" bulbs—grape-hyacinths (muscari), glory-of-the-snow (chionodoxa) and Spanish squill (Scilla hispanica).



Besides the various bulbs, there are many spring-flowering rock plants and other perennials that'll play supporting roles or co-star with tulips during April and May. To name a few: white candytuft, yellow alyssum, pink soapwort, and several kinds and colors of low-growing phlox. There are also baby-blue forget-me-nots and many-colored pansies.

How many bulbs of a kind to buy? That depends on how you're going to use them. In a small rock garden, where flowers are seen close up, five or six bulbs of a small-flowered tulip species or three or four of

(continued)



GOTTSCHO-SCHLEISNER



GRETCHEN HARSHBARGER

Tulips are easy-to-use, *adaptable plants, suitable for almost every part of your garden. And when their leaves turn yellow in late spring, you can plant over them with summer-flowering annuals, geraniums, miniature dahlias, or glads. These spectacular parrot tulips and basket-of-gold (Alyssum saxatile), planted along a wall, can be followed by equally brilliant marigolds; the classic May-flowering ones along the driveway on the preceding pages, by rosy-pink geraniums.*

(continued)

a larger kind may be extremely effective. But in most garden settings, to be seen either close up or at a distance, tulips are much more effective in clumps of a dozen or so bulbs, or in several or many-dozen plantings of either regular or irregular shape. *Never* plant them singly or in single-file rows, and don't plant them in polyglot mixtures.

The actual flowering time of any tulips is, of course, influenced by the weather. In an "early" spring, they all flower earlier than in a "late" spring; and when the weather is erratic, tulips that normally flower a week apart may flower together, or the separation may be shorter or longer than usual.

Their location in the garden also influences their flowering time. On a south-facing slope or bank, which gets the full benefit of the low winter sun, early species will flower considerably ahead of the same kinds in less favored spots. So you can actually utilize both warm and cool spots in the garden to extend the tulip season in both directions. But remember, tulips need at least half a day's sun to do well.

Generally, the earliest to bloom are the small-flowered species or botanical tulips, which usually start toward the end of March or early in April. The first are Tulipa biflora, about 4″ high with several small white flowers on a stem, and T. turkestanica, an inch or so taller with around half a dozen small, star-shaped, yellow-and-white flowers to a stem. These are usually planted in rock gardens, but if you use enough of them they'll stir up plenty of interest wherever you plant them.

In early April, soon after these little tulips flower, Tulipa kaufmanniana and its hybrid varieties get the tulip season under way in earnest. They're short-stemmed, 5″ to 8″, but the flowers are large (hence the popular name, waterlily tulips) and include brilliant orange, red, and pink combinations, as well as white and yellow. In bright sun the blooms open out almost flat, but they quickly close up if a heavy cloud blots out the sun. And since they bloom when the weather is still quite cool, kaufmanniana flowers are usually long lasting.

The kaufmannianas are followed by a host of early-

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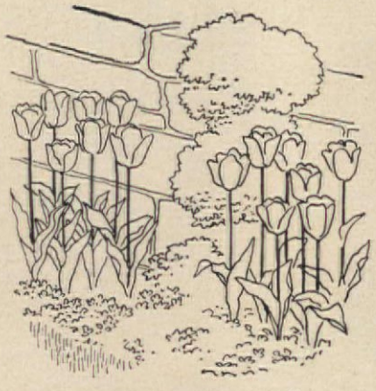
Try tulips in spots like these in your own garden



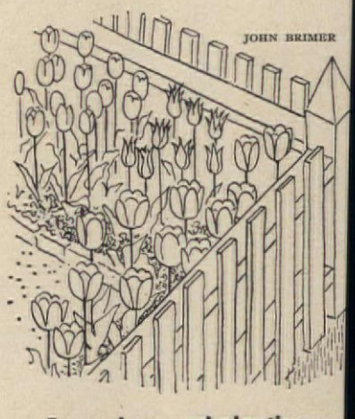
Flower borders and similar plantings *need* clumps of tulips for spring color. Have you tried these parrot and lily-flowered kinds?



Rocky areas and other wild spots are perfect settings for naturalistic plantings—like these kaufmanniana, tarda, and single early tulips.



Any kind of wall sets off a grouping of tulips to beautiful advantage. Here May-flowering kinds are combined with rock plants.



JOHN BRIMER

For a dooryard planting or for bordering a patio or terrace, plant tulips for spring and annuals for summer color.

HUBBARD H. COBB & JAMES W. BRETT

GUIDE FOR HOME BUYERS

If you are planning to shop for a new house, the first thing to realize is that you will be entirely on your own. No one is going to point out to you the bad features of a house—certainly not the builder, nor his salesmen. Government home-insuring agencies such as FHA and VA, and local banks or lending institutions are primarily concerned that the house meet minimum standards of design and construction and that you will be able to meet the payments on the mortgage.

■ There is really no one who is vitally concerned as to whether or not you get the house that is best suited to your particular needs. There is no one who will tell you that the floor plan of a house is poor, that the house will require a lot of maintenance and repair. No one, that is, except yourself.

■ This is the biggest purchase your family will make, so it's worth taking the time to learn something about buying a house. Then, you can go forth with a clear picture of what you want and be able to discuss your needs intelligently with the builder or his salesmen.

■ Decide on a community where you would like to live. It is important to consider the tax rate, the school system, and the development's proximity to transportation, schools, churches, shopping facilities, recreation areas, and police and fire department services.

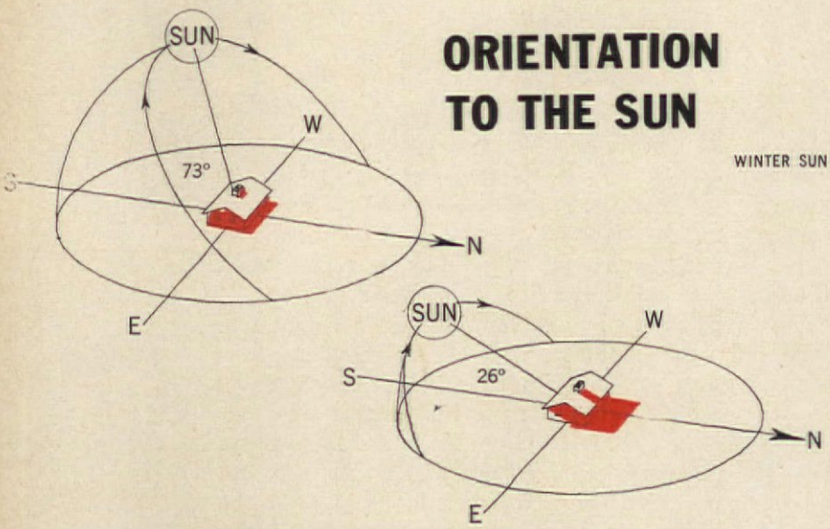
■ Study house planning and construction. You should know what can be done to a house plan to improve it and how much a builder will do for you in changing the planning and construction. You should know how a house should be oriented to the sun and weather, how it can be placed to make the best use of its site, and what to look for in a good site.

■ In this series of articles, of which this is the first, we will give you sufficient information on planning and construction to help you make these evaluations. After you have decided on the approximate location and the amount you can spend for a house, start your inspection of models using the following instruction on orientation and planning as a guide to good design.

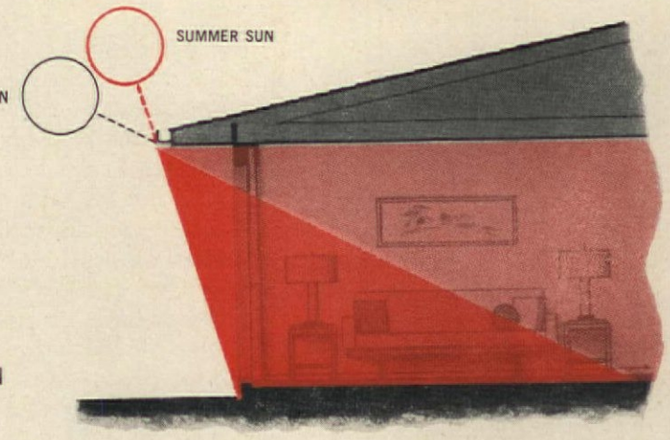
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ORIENTATION TO THE SUN

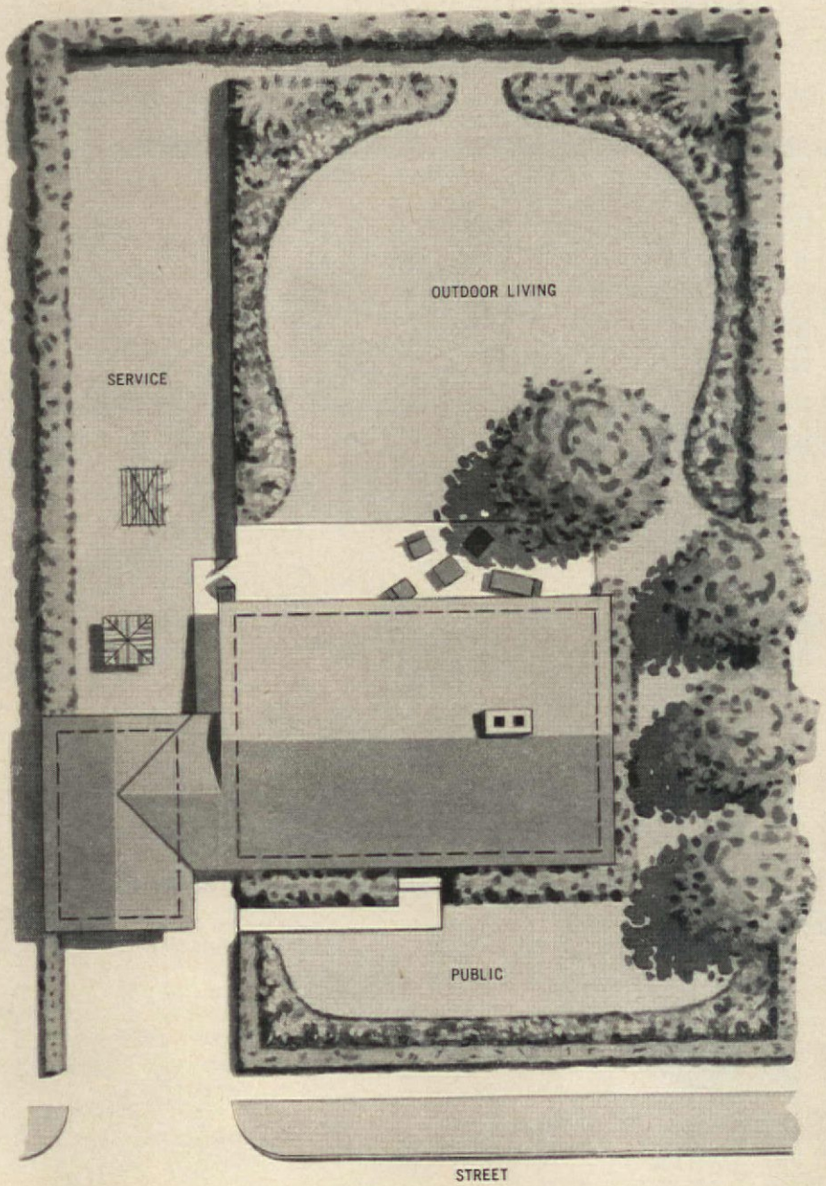


House with glass area facing south will get minimum heat from high summer sun and maximum light and heat from low winter sun. House with glass area orientated to east or west gets hot direct sun in morning or afternoon; rooms facing north get little sun all year around.



A roof overhang on a southern exposure shades windows from high summer sun but admits low winter sun. Depth of projection depends on the latitude of the house. Overhang will not protect against low east and west sun. These exposures can be shaded with planting or fencing.

TEASDALE BARNEY



GET THE MOST OUT OF YOUR LAND

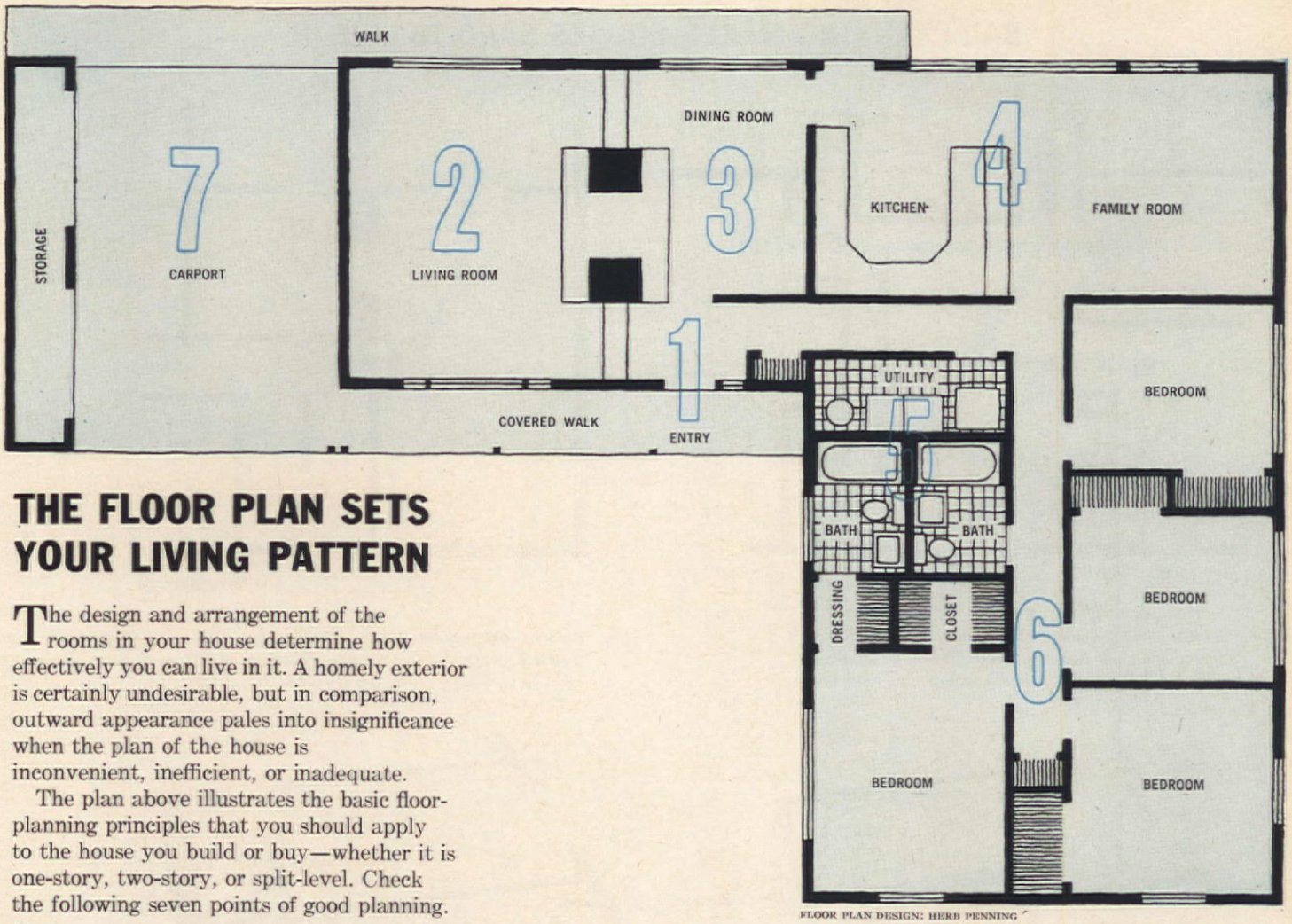
The position of the house on the site is of prime importance. When properly placed, the house will act as a central divider, separating the grounds into three distinct zones—the public, service, and outdoor living zones.

Even before a house has been built, you can find out how it will be placed on the lo by examining the builder's plot plan.

The public area of your land is the part that is exposed to the street. With land as scarce and expensive as it is today, this zone should be kept small so that you can have as much private outdoor living as possible at the rear of the house. A small public area will cut down the length of walks and drives.

Service zone can be the smallest part of the property. It should be laid out as an outdoor work area and be convenient to the garage and to the service or kitchen entrance of the house. The garage, fences, or planting can separate the service zone from the rest of the property.

Outdoor living area should be shielded from neighbors and street. This can be done with fences and planting as well as the house structure. When you evaluate the private grounds, try to visualize the area laid out for diverse activities. For instance, a good outdoor living area should provide a place for sun bathing as well as a shaded terrace; a place for children's play as well as for adult entertaining and cook-outs.



FLOOR PLAN DESIGN: HERB PENNING

THE FLOOR PLAN SETS YOUR LIVING PATTERN

The design and arrangement of the rooms in your house determine how effectively you can live in it. A homely exterior is certainly undesirable, but in comparison, outward appearance pales into insignificance when the plan of the house is inconvenient, inefficient, or inadequate.

The plan above illustrates the basic floor-planning principles that you should apply to the house you build or buy—whether it is one-story, two-story, or split-level. Check the following seven points of good planning.

1. A center entry hall distributes traffic through the house without making any room a passageway.

2. The dead-end living room is not coursed by traffic. The fireplace centered on one wall of the room provides a focus for furniture arrangement.

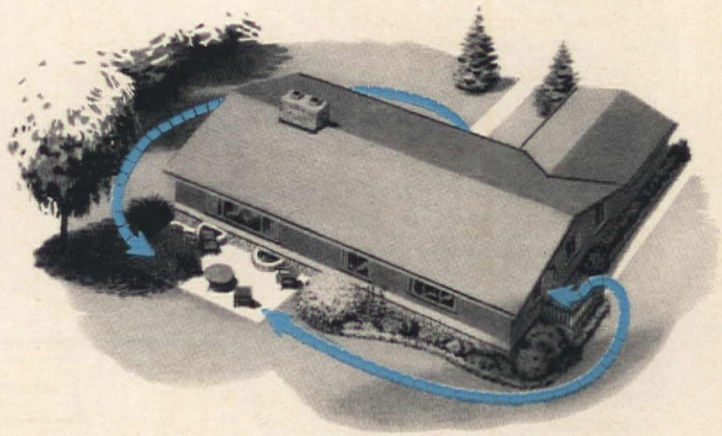
3. The dining room is separate from the living room and the kitchen, yet is convenient to both. Large windows along the back wall of the house bring light and a sense of space to the interior.

4. The kitchen at the center of the house makes housework and deliveries easier. The connecting family room provides a place for pleasant family get-togethers. The kitchen opens directly onto the back lawn, making it easy to serve outdoor meals and supervise the children when they're playing.

5. Concentration of kitchen, laundry, furnace room, and bathroom piping in one area saves labor and material costs.

6. The bedroom area is separate from the rest of the house for quiet and privacy. There is adequate storage and the two bathroor are convenient to the four bedrooms.

7. The carport is reasonably convenient to both the front and service entrances. The roof overhang protects the walk from carport to front door. The supporting wall of the carport also provides storage.

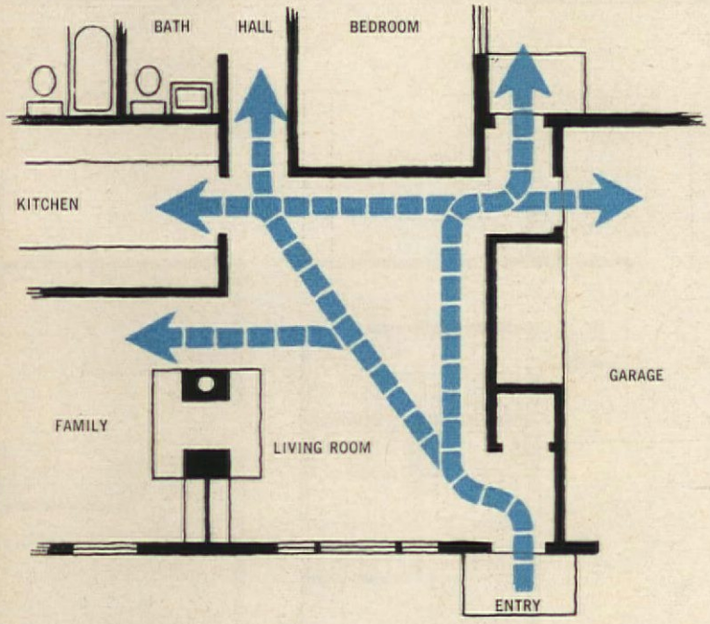


PLAN EASY ACCESS TO GROUNDS

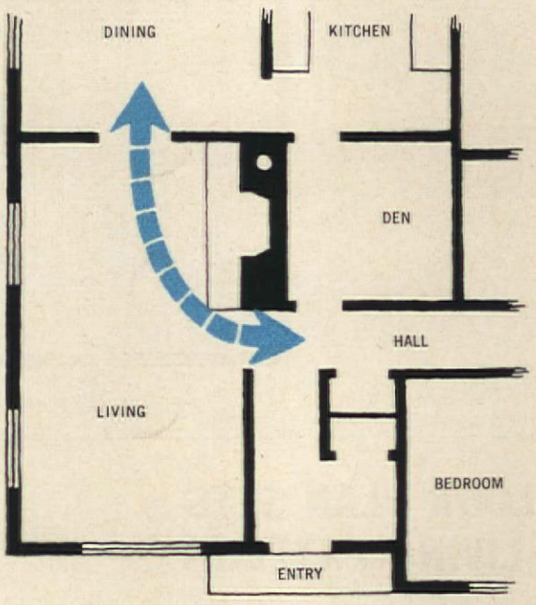
The walls of your house can imprison you from your grounds. The house above has a terrace behind it and ample grounds, but they are not accessible to the kitchen or living room. Large areas of glass and the addition of a door along the back wall of the house would have added light and a feeling of space to the rooms and made indoor-outdoor living much more convenient.

(continued)

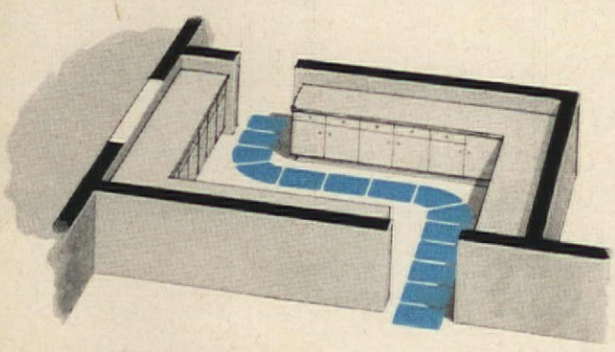
BAD PLANNING MAKES HOUSES HARD TO LIVE IN



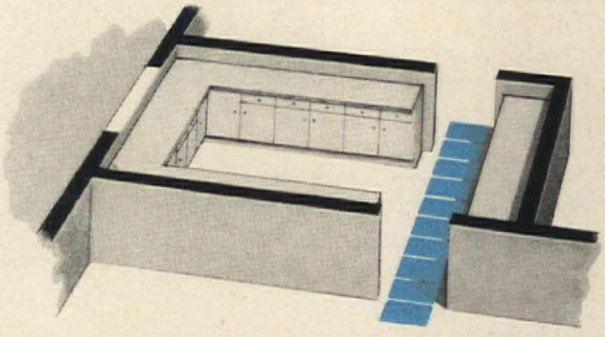
Traffic intersection. This living room is a traffic hallway to six destinations. Privacy, quiet, and good furniture arrangement are impossible.



Poorly located fireplace. Traffic lane and natural place for furniture collide in this room. Den is hallway from front door to kitchen.

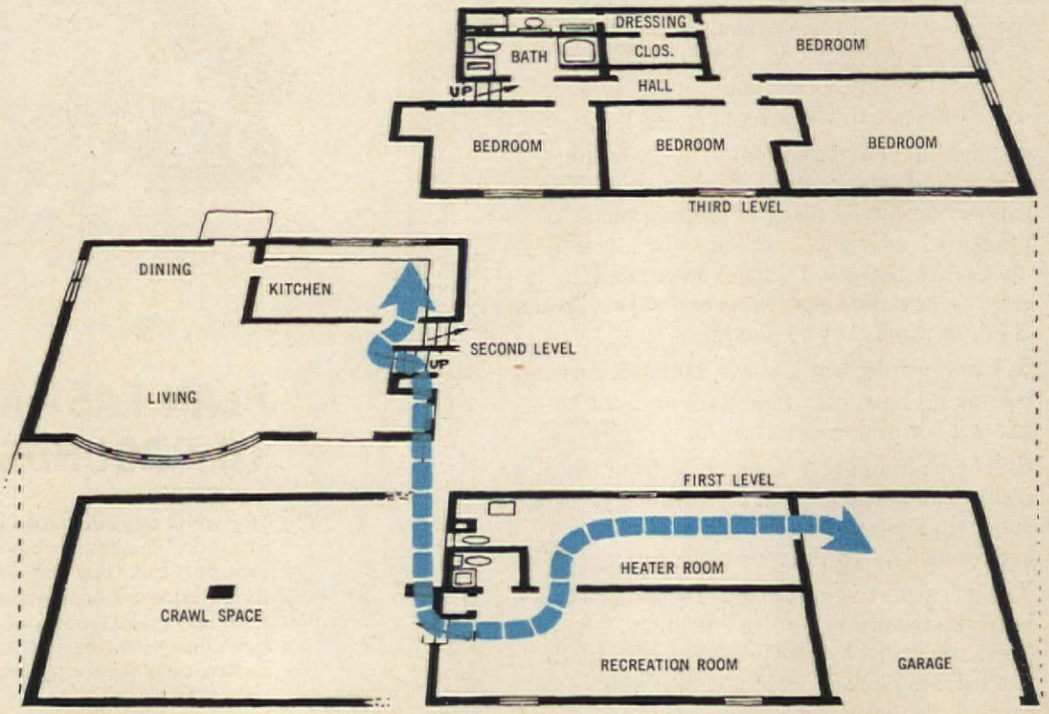


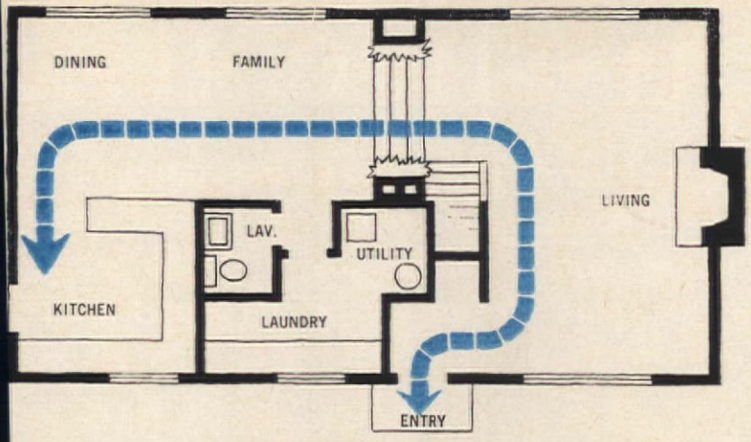
Bad kitchen plan. Diagonal traffic lane across this kitchen interrupts work pattern for preparing meals; also tends to scatter the work areas.



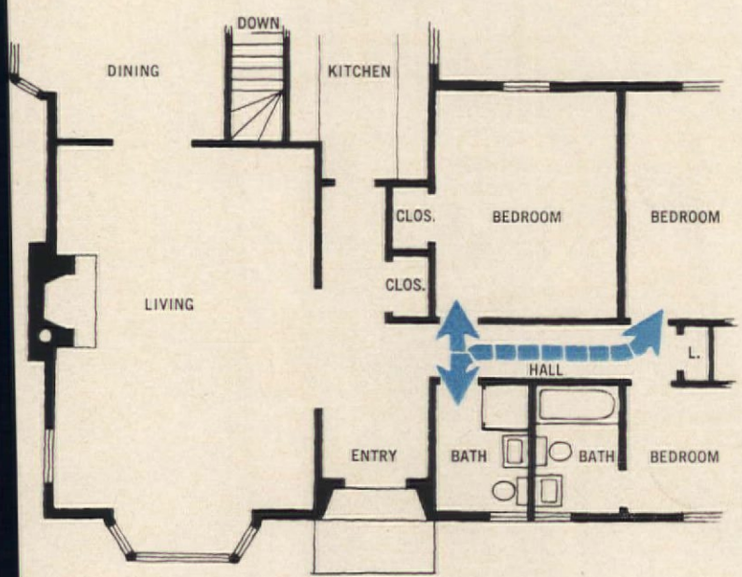
Improved kitchen plan. This layout provides efficient U-shape work area for preparing and cooking meals without traffic interruption.

Bad car-to-kitchen route. A common fault found in many houses, whether one-story, two-story, or split-level, is that the kitchen is a long hike from the garage. This sort of planning makes you carry bundles, groceries, and often garbage long distances between the two points. This example, a split-level (garage under bedrooms), demands that you go to the back of the garage, open a door, walk through the heater room, open a door, cross the recreation room, up six steps, through the hall to the kitchen. In this auto age, quick access from car to kitchen is a basic tenet of good planning.

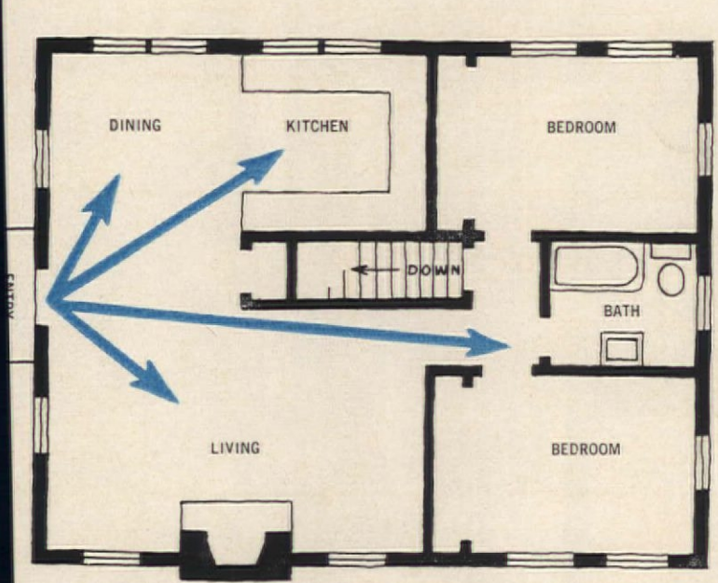




Kitchen remote from front entrance. In this plan a call at the front door means a long walk from the kitchen. When possible, kitchen should be near both front and service entrances.



Bad placement of bathroom. An embarrassing result of bad planning is this situation where a bathroom that serves two bedrooms is completely exposed to entry and living room.



Poor planning ruins privacy. Open planning, which is so necessary to give a feeling of space to small houses, was poorly done here. Each area is exposed to the front entrance of the house.

CHECK LIST FOR HOME BUYERS

YES NO

☐ ☐ **1** Can all areas of the house be reached from a hall without passing through one room to get to another?

☐ ☐ **2** Are the entrances and hallways big enough to prevent traffic congestion?

☐ ☐ **3** Are the windows, doors, and closets of rooms arranged to provide ample wall space for furniture arrangement?

☐ ☐ **4** Does the house lend itself to future expansion?

☐ ☐ **5** If the house has multiple levels, are the rooms arranged so you can do daily housework without climbing innumerable short flights of stairs?

☐ ☐ **6** If there is an attached garage, is there direct access to it from the house or must you go outdoors?

☐ ☐ **7** Is there easy access from the kitchen to the outdoor service area or back yard?

☐ ☐ **8** Is there space enough in the kitchen for informal dining? Or an informal dining area adjacent to the kitchen?

☐ ☐ **9** Are the bedrooms and bathrooms well separated from the living and working areas of the house?

☐ ☐ **10** Are there sufficient bathrooms and fixtures to handle the morning rush?

☐ ☐ **11** Are there enough bedrooms to provide separate rooms for the children when they grow older?

☐ ☐ **12** Do windows in bedrooms provide good natural ventilation and light?

☐ ☐ **13** Is there a room that can be used as a study or are the bedrooms large enough to be used for doing homework as well as for sleeping and dressing?

☐ ☐ **14** Is there any area in the house where children can play during bad weather?

☐ ☐ **15** Does the living room have at least two exposures for adequate light and air?

☐ ☐ **16** Is there any area that can be used as a workshop and for storing paint and necessary tools?

☐ ☐ **17** Is there adequate storage in the bedrooms?

☐ ☐ **18** Do the clothes-closet doors open the full length of the closet?

☐ ☐ **19** Are the inside dimensions of clothes closets at least 36″ long per person, with 22″ to 24″ depth?

☐ ☐ **20** Is there sufficient space provided for storing linens, cleaning materials, food, and bulky items such as outdoor furniture, sporting equipment, and bicycles?

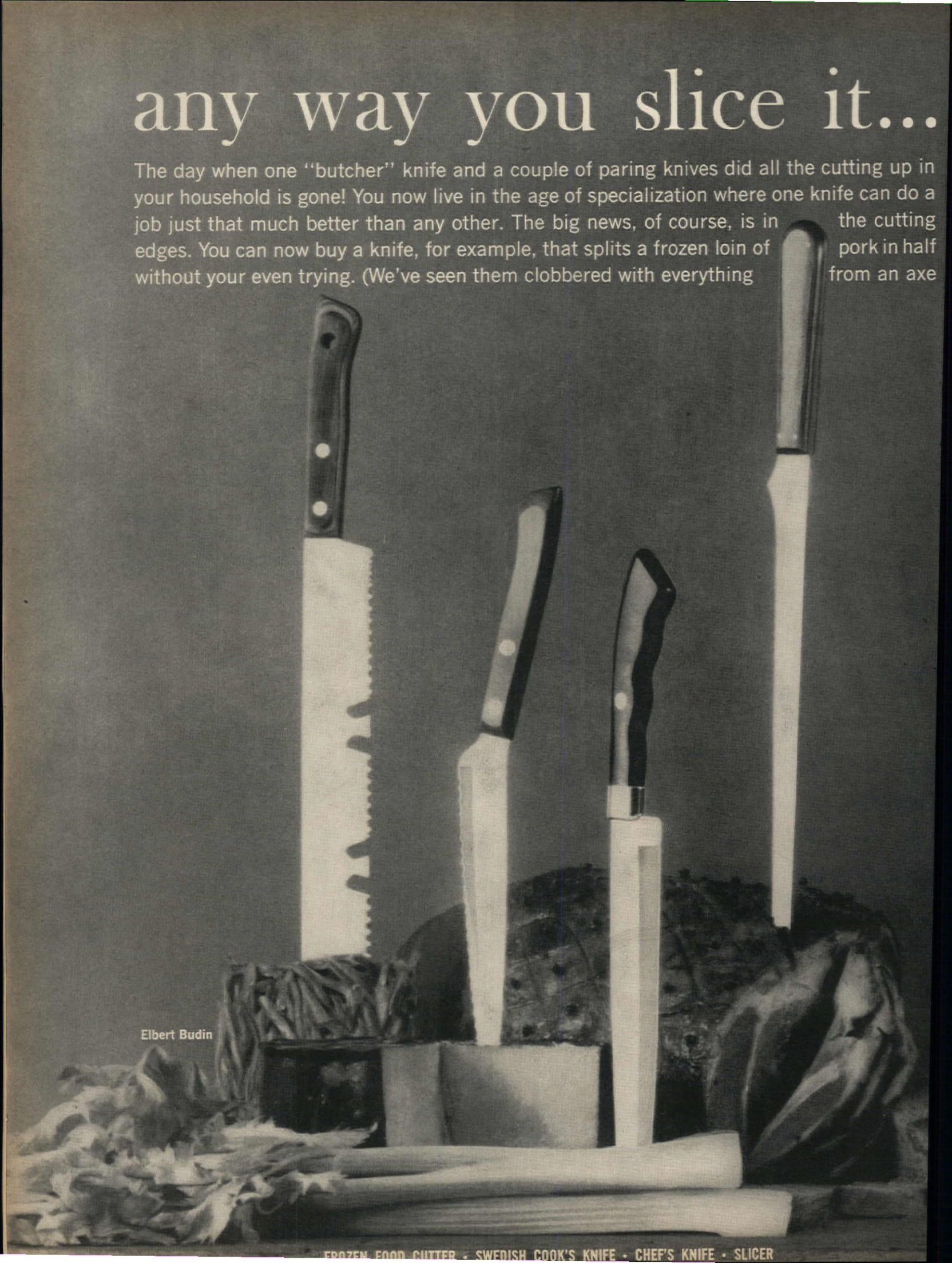
☐ ☐ **21** Are storage areas (both indoor and outdoor) easily accessible?

☐ ☐ **22** Does the land slope away from the house, insuring good drainage?

☐ ☐ **23** Does the square-foot cost of your house equal the average in your area? (Divide the selling price by the square feet of living area.)

any way you slice it...

The day when one "butcher" knife and a couple of paring knives did all the cutting up in your household is gone! You now live in the age of specialization where one knife can do a job just that much better than any other. The big news, of course, is in the cutting edges. You can now buy a knife, for example, that splits a frozen loin of pork in half without your even trying. (We've seen them clobbered with everything from an axe



Elbert Budin

FROZEN FOOD CUTTER · SWEDISH COOK'S KNIFE · CHEF'S KNIFE · SLICER

there's news in KNIVES

to a croquet mallet.) There are knives to slice tomatoes without squooshing them, knives to sliver roast beef without mangling it. There are French cook's knives and Swedish cook's knives. Poultry knives and ham slicers. Pizza cutters and cheese cutter-uppers. If our dazzling array of knives here prompts you to go scooting out to replenish your cutlery rack, so much the better. Your act may save a leg of lamb! For more on knives, please turn the page.

VIRGINIA E. THABET

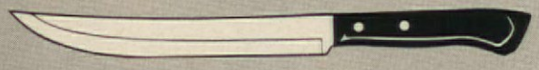


READ AND CAKE KNIFE · CAKE AND PIZZA CUTTER · CARVING-SLICER KNIFE · CARVER · TOMATO KNIFE · SHOPPING INFORMATION, PAGE 100

SHAPED FOR ACTION

A well-stocked cutlery wardrobe should certainly include several of the knives shown here. While some are designed for specific types of cutting, you'll find they'll also do related cutting jobs. A boning knife, for instance, is ideal for trimming meats.

When you go shopping you'll find knives in different lengths, shapes, and weights. Choose the ones that are right for you.



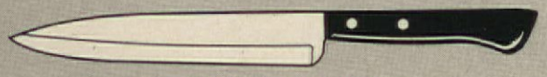
ROAST SLICER



PARING KNIFE



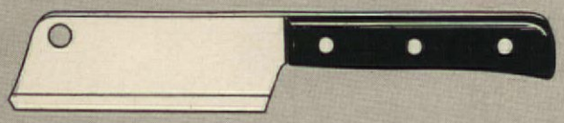
STEAK KNIFE



FRENCH COOK'S KNIFE



GRAPEFRUIT KNIFE



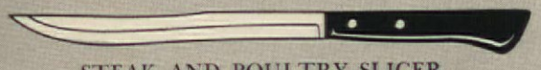
HOUSEHOLD CLEAVER



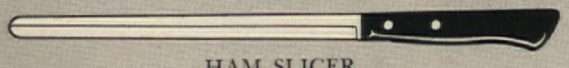
BUTCHER KNIFE



BONING KNIFE



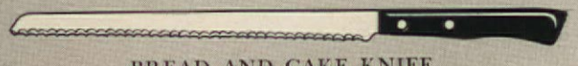
STEAK AND POULTRY SLICER



HAM SLICER



UTILITY KNIFE



BREAD AND CAKE KNIFE

DICK OTT

(continued)

Today's knives are designed to speed you through all your cutting jobs

Slicing—dicing—chopping—mincing—paring—peeling. How many times a day do you reach for a knife to perform these tasks? We'll wager it's many more times than you realize and if you don't have the right knives to make these repetitious jobs go smoothly and quickly you're missing out on the valuable help a good selection of knives can give you. The right knife makes a big difference in the time it takes to prepare food and the way it looks when it reaches the family dinner table.

If you haven't shopped for cutlery recently you'll be amazed by the new shapes and special cutting edges available. You'll find knives with wavy edges (which rarely need sharpening) designed to cut such foods as tomatoes, angel food cake, and bread without crushing. Fine-toothed serrated edges are found on many knives such as cake and pizza cutters, and they sharpen themselves while being used. Another self-sharpening edge has been developed by missile and rocket research! A very thin layer of tungsten carbide is fused against the stainless steel blade and, as the knife is used, it sharpens itself.

BUYING TIPS

Knives are a long-term investment and deserve careful selection and care. Check the following buying tips.

■ Buy cutlery made by a reliable manufacturer to insure getting high-quality blades that will hold an edge.

■ Pick up the knives you're interested in. Many handles are contoured to fit the hand and several brands feature finger grips. The knife should feel well balanced.

■ Check the material used for the handle. Hardwood and good quality plastic are used in better grades of knives, and are moisture and stain resistant.

■ Examine the way the blade is fastened into the handle. The blade should run almost half the length, if not the full length, of the handle. In wood handles, the blades should be held with rivets.

■ Look at the edges of blades. In addition to the newer ones mentioned above, there are hollow-ground knives with keen cutting edges, desirable for cutting many foods. Some blades have a sturdy straight edge to perform heavy-duty cutting.

■ Be sure "cutlery sets" include the variety of knives *you* need. Ask the sales clerk for information on sharpening knives, and get a demonstration if possible.

KEEP YOUR KNIVES IN CUTTING CONDITION

■ Always store them in a rack or block to protect them from getting nicked or scratched. ■ Avoid cutting down on metal or glass, as it dulls the edge. Use a wood cutting board instead. Cutting strings, bones, metal, or paper and removing jar caps and bottle tops are strictly taboo. ■ Exposing knife blades to a flame or high heat may destroy the temper of the steel and the knife will no longer keep an edge. ■ Always wash knives as soon after using them as possible and dry immediately. If allowed to soak, the wood handles may eventually warp.

With today's electric knife sharpeners, even the novice can do a fairly professional job of sharpening. Some homemakers prefer to use a sharpening steel or stone and, with a little practice, become quite adept with these tools. From a safety standpoint sharp knives require less effort to use and cause fewer accidents than dull knives. THE END



Take-it-easy casseroles

Take soup! Take noodles! Take what's on hand!

BEEF CASSEROLE or CHICKEN CASSEROLE or TUNA CASSEROLE

Lightly brown 1 med. onion, chopped, in 1 tbsp. shortening

Combine with

can Campbell's Tomato Soup
½ cup water
p cubed cooked beef (or lamb)*
cup cooked cut green beans
up noodles, cooked and drained

½ lb. ground beef; brown it along with onion.

Lightly brown 1 med. onion, chopped, in 1 tbsp. shortening

Combine with

1 can Campbell's Cream of Chicken Soup
½ cup milk
1 cup diced cooked chicken (or a 5-oz. can Swanson Boned Chicken)
½ cup cooked lima beans
1 cup noodles, cooked and drained

Lightly brown 1 med. onion, chopped, in 1 tbsp. shortening

Combine with

1 can Campbell's Cream of Celery Soup
½ cup milk
1 can (7 oz.) tuna, drained and flaked
½ cup cooked peas
1 cup noodles, cooked and drained

Pour mixture into a 1-quart casserole. **Top** with ½ cup shredded Cheddar cheese. **Bake** in a moderate oven (375°F.) about 25 min., or until hot and bubbling. 4 good and nourishing servings your family will love.



od things begin to happen when you cook with *Campbell's Soups*

Yours—for just 10¢! "Wonderful Ways with Soup"—exciting new 64-page Campbell recipe book! Just send 10¢ with your name and address to Carolyn Campbell, P.O. Box [illegible]



F. M. DEMAREST

Lamb Indienne. *Sweet pickles do something special to this curried lamb.*



Pickled Pork Chops. *Thinly sliced dill*

Take a jar of pickles

In a pickle trying to serve meals that are really different? Try pickles! Pickles are more than a relish or something to nestle on a lettuce leaf—they're a fabulous main-dish ingredient!

FOR THESE RECIPES, SEE PAGES 51 and 52

Shopping Information, page 100

Ham-Stuffed Squash. *Deviled ham perks up the bland flavor of acorn squash.*



Deviled Ham Chowder. *Add deviled ham*





pickles are a perfect complement for pork.



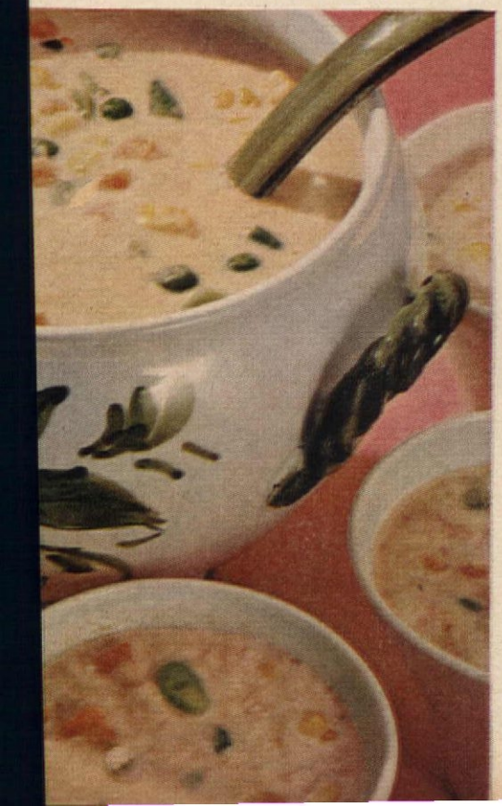
Tuna Patties. *Pickles add zip to patties made eloquent with cheese sauce.*

JUNE M. TOWNE

Who says deviled ham must be used only for snacks or sandwiches? Here are three main-dish variations made quick-as-a-wink. So devilishly delicious, they're almost sinful!

Take a can of deviled ham

to frozen or canned soups for zesty chowder.



Deviled Macaroni Ring. *Delicious and pretty with its ham topping.*



Now... good eating with your heart in mind



When you reach for the skillet... reach for the Wesson!

In newspapers, in magazines—almost every day you read reports of those heart authorities who are recommending the poly-unsaturated qualities of *liquid* pure vegetable oil in place of the saturated *solid* fats. Calorie for calorie, Wesson gives you up to five times more poly-unsaturate than shortening, ordinary margarine or lard, up to twenty times more than butter.

Cholesterol is the villain. Solid fats have been found to *build up* cholesterol in the blood. But Wesson—the pure vegetable oil—has the opposite effect and helps *reduce* cholesterol.

For your heart's sake. Serve balanced meals, eat moderately, and watch your weight, as your own doctor will tell you. And, in preparing food where shortening is called for—especially those wonderful skillet dishes your family loves—use poly-unsaturated pure vegetable Wesson.

Wesson takes the smoke out of frying, browns foods beautifully to taste their very best. Lighter and clearer than any other leading brand, Wesson is also the freshest, most highly refined pure vegetable oil you can buy—completely salt-free, *never hydrogenated.*

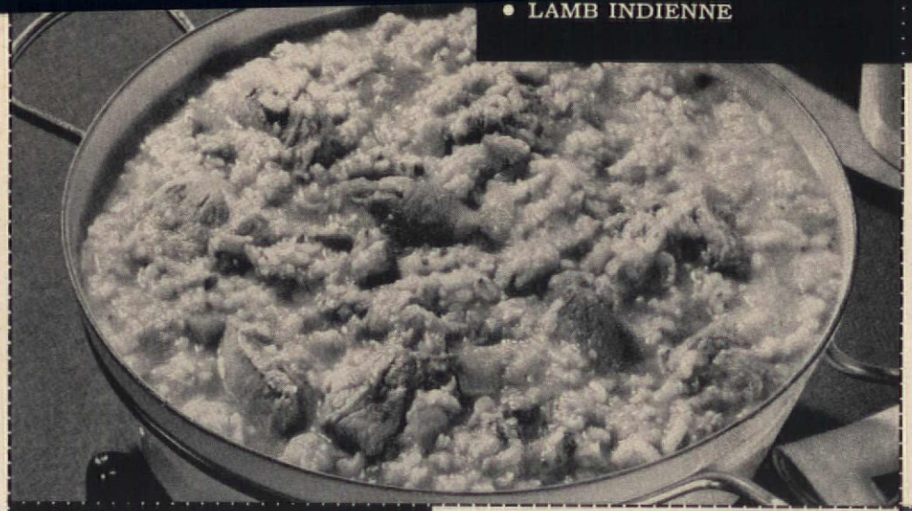
FREE 16-page booklet of Wesson recipes for "Good Eating With Your Heart in Mind". Write The Wesson People, Box 873, New Orleans 2, La.

Wesson helps cut down cholesterol,* the prime suspect in coronary heart disease

*Blood Serum Cholestero

Wesson – the fighter against cholesterol

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• LAMB INDIENNE

• DEVILED HAM CHOWDER

Preparation time: 10 min.
Cooking time: 5–10 min.

1 can (10¼ oz.) frozen condensed cream of potato soup*
1 can (2¼ oz.) deviled ham
2 c. milk
1 pkg. (10 oz.) frozen mixed vegetables, cooked (or 1–1½ c. leftover cooked vegetables)

• Thaw soup slightly. Blend together deviled ham and milk; stir into soup in medium-sized saucepan. Add cooked vegetables and simmer together about 5 minutes to heat thoroughly. *Or use 1 can of condensed cream soup.

Makes 4–6 servings *190 cal. per serving* *Source of Vitamins A,B,C*

Tested in **THE AMERICAN HOME KITCHENS**

• HAM-STUFFED SQUASH

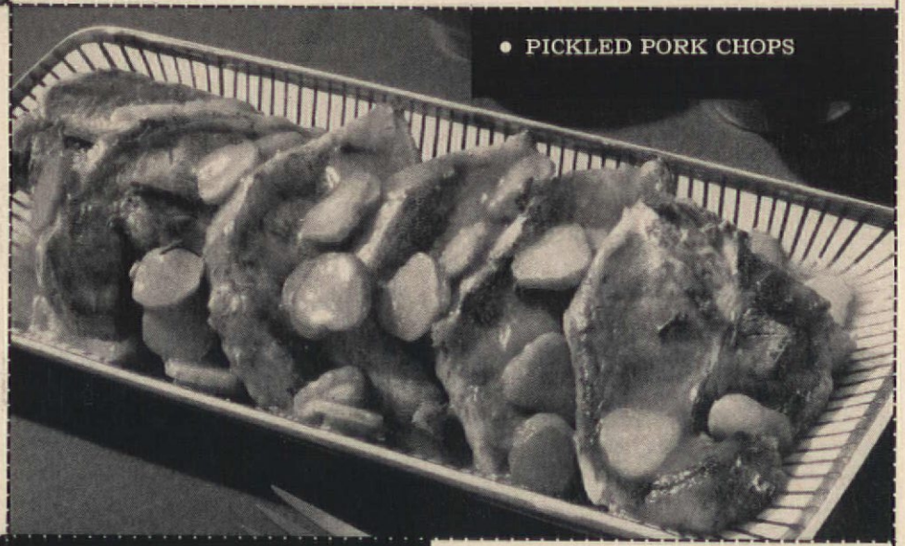
Preparation time: 15 min.
Baking time: 25–35 min.

2 med. acorn squash
¼ tsp. salt
Dash of pepper
2 tbs. brown sugar
1 can (4½ oz.) deviled ham
¼ c. coarse bread crumbs
3 tbs. pickle relish
2 tbs. finely minced onion
2 tbs. catchup
2 tbs. melted butter

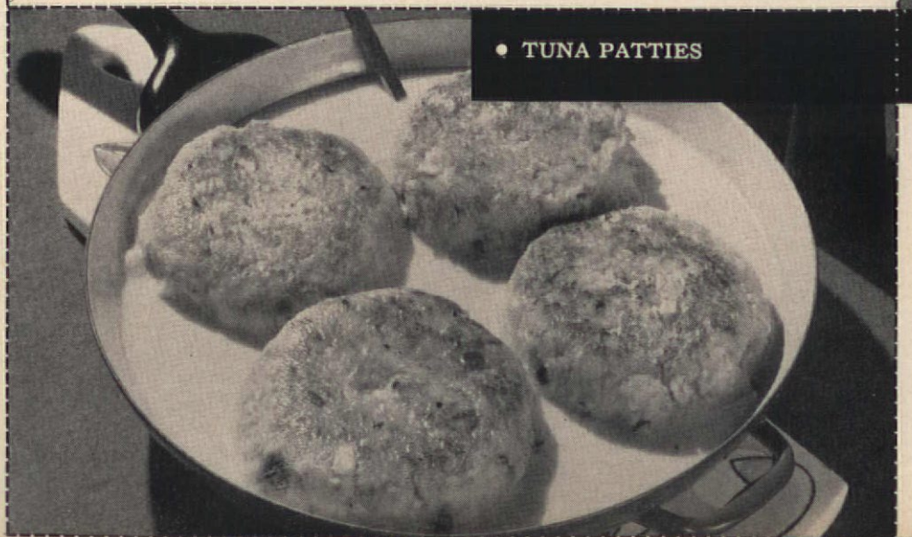
• Cut squash in halves crosswise; remove centers. Place, cut side down, in ½-inch of water in shallow baking pan. Bake in hot oven (425° F.) 15–20 minutes, or until tender. Remove from pan; pour off water; sprinkle centers with salt, pepper, and brown sugar. Combine remaining ingredients except butter; spoon into squash halves. Brush squash and filling with melted butter. Return to pan; bake 10–15 minutes, or until browned.

Makes 4 servings *325 cal. per serving* *Source of Vitamins A,B,C*

Tested in **THE AMERICAN HOME KITCHENS**



• PICKLED PORK CHOPS



• TUNA PATTIES

• DEVILED MACARONI RING

Preparation time: 20 min.
Baking time: 1 hr.

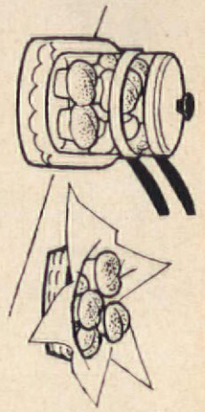
1 pkg. (8 oz.) macaroni
1 can (4½ oz.) deviled ham
1 egg, slightly beaten
1 c. milk
1 c. (4 oz.) grated Parmesan cheese
½ c. chopped sweet pickle
1 tbs. instant minced onion
½ tsp. salt
¼ tsp. celery seed
⅛ tsp. pepper

• Cook macaroni in large amount of boiling, salted water, 10 minutes, or until tender; drain. Add half the deviled ham; add remaining ingredients; blend well. Spoon remaining half of the deviled ham in decorative pattern in bottom of greased 1½-quart mold. Carefully spoon in macaroni mixture. Place mold in pan of hot water and bake in moderate oven (350° F.) 1 hour. Turn out onto warm platter; serve plain or with tomato or mushroom sauce.

Makes 4–6 servings *275 cal. per serving* *Source of Vitamins A,B,C*

Tested in **THE AMERICAN HOME KITCHENS**

To freshen rolls, moisten them lightly, place in top of a double boiler, cover, and set over boiling water until rolls are warm.



Take a Can of Deviled Ham
Take a Jar of Pickles

(pictured in color on pages 48 and 49)

Take a Can of Deviled Ham Take a Jar of Pickles

(pictured in color on pages 48 and 49)

• TUNA PATTIES

Preparation time: 10 min.
Cooking time: 5 min.

1 can (9¼ oz.) tuna, drained and flaked
1 egg, slightly beaten
¾ c. fine bread crumbs
½ c. sweet pickle relish
¼ c. mayonnaise or salad dressing
1 tbs. milk
1 tbs. instant minced onion
¼ tsp. salt
Dash of cayenne or Tabasco
Fat for frying

• Combine all ingredients except fat and shape into 4 flat patties. Sauté in hot fat until brown; turn and brown second side. Serve with cheese sauce, if desired.
Quick Cheese Sauce: Combine ⅓ c. milk and 8 oz. sliced or diced process American cheese (or pasteurized process cheese spread) in top of double boiler. Add dash of cayenne or Tabasco, and heat together over boiling water until smooth and blended.

Makes 4 servings — *500 cal. per serving (with sauce)* — *Source of Vitamins A,B*

***Tested in* THE AMERICAN HOME KITCHENS**



• DEVILED MACARONI RING



• HAM-STUFFED SQUASH

• PICKLED PORK CHOPS

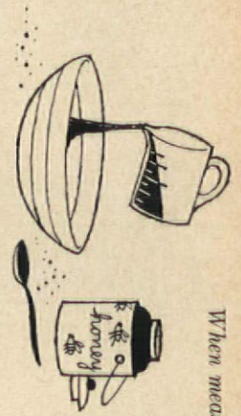
Preparation time: 10 min.
Cooking time: 30–40 min.

9 pork chops
2 tbs. butter or margarine
2 tsp. salt
¼ tsp. pepper
10 whole cloves
¾ c. thinly sliced dill pickles
½ c. liquid drained from pickles
1½ c. water
1 tbs. flour
2 tbs. cold water

• Sauté pork chops in butter or margarine in large skillet until well browned. Add salt, pepper, cloves, sliced pickles, liquid, and 1½ cups water; cover and simmer 30–40 minutes, or until chops are tender. Remove chops to heated platter. Combine flour and 2 tbs. water; mix to a smooth paste; stir into liquid in pan; cook, stirring constantly, until slightly thickened.

Makes 3 servings — *500 cal. per serving* — *Source of Vitamins A,B*

***Tested in* THE AMERICAN HOME KITCHENS**



When measuring molasses, honey, or other sticky liquid, first grease measuring cup or spoon very lightly. Measurement will be accurate and liquid will pour easily.

• LAMB INDIENNE

Preparation time: 15 min.
Baking time: 1 hr.

1 med. onion, chopped
1 tsp. curry powder
1 tbs. butter or margarine
3 c. tomato juice
2 c. diced, cooked lamb
½ c. rice, regular or precooked
½ c. chopped sweet pickles
2 tbs. minced parsley
2 tsp. Worcestershire sauce
½ tsp. salt
¼ tsp. pepper

• Sauté onion and curry powder in butter or margarine in small skillet until onion is tender. Combine remaining ingredients in 1½-quart casserole; add onion mixture; mix well; cover. Bake, stirring occasionally, in moderate oven (350° F.) 1 hour or until rice is tender.

Makes 4–6 servings — *450 cal. per serving* — *Source of Vitamins A,B,C*

***Tested in* THE AMERICAN HOME KITCHENS**

• DEVILED HAM CHOWDER





The catsup with the one extra spice (*we promise it will change your mind*)

Grandma Snider used to cook up small batches of this catsup in her spice-scented country kitchen. There are memories of this cheerful room in every bottle of Snider's today. For we follow Grandma Snider's recipe with strict conscience.

To all the other good things her recipe calls for, we add her artful touch: an authoritative pinch of Capsicum, the colorful chili pepper. This one extra spice gives Snider's Catsup temperament. It heightens your enjoyment but never bites your tongue.

Try Snider's tonight with a country-supper dish—pork chops and beans, for example. If you think all catsups are alike, we promise Snider's will change your mind.

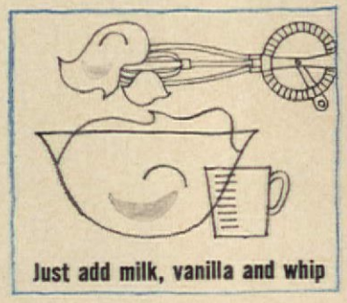
Snider's

the chili pepper catsup

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low in cost, low in calories—only 17 per serving. Comes in a box, stays fresh on your shelf, needs no refrigeration. You can fix Dream Whip any time, too—won't wilt, won't separate, keeps for days. Keep Dream Whip handy on your shelf and enjoy light and gay desserts every day.




Just add milk, vanilla and whip

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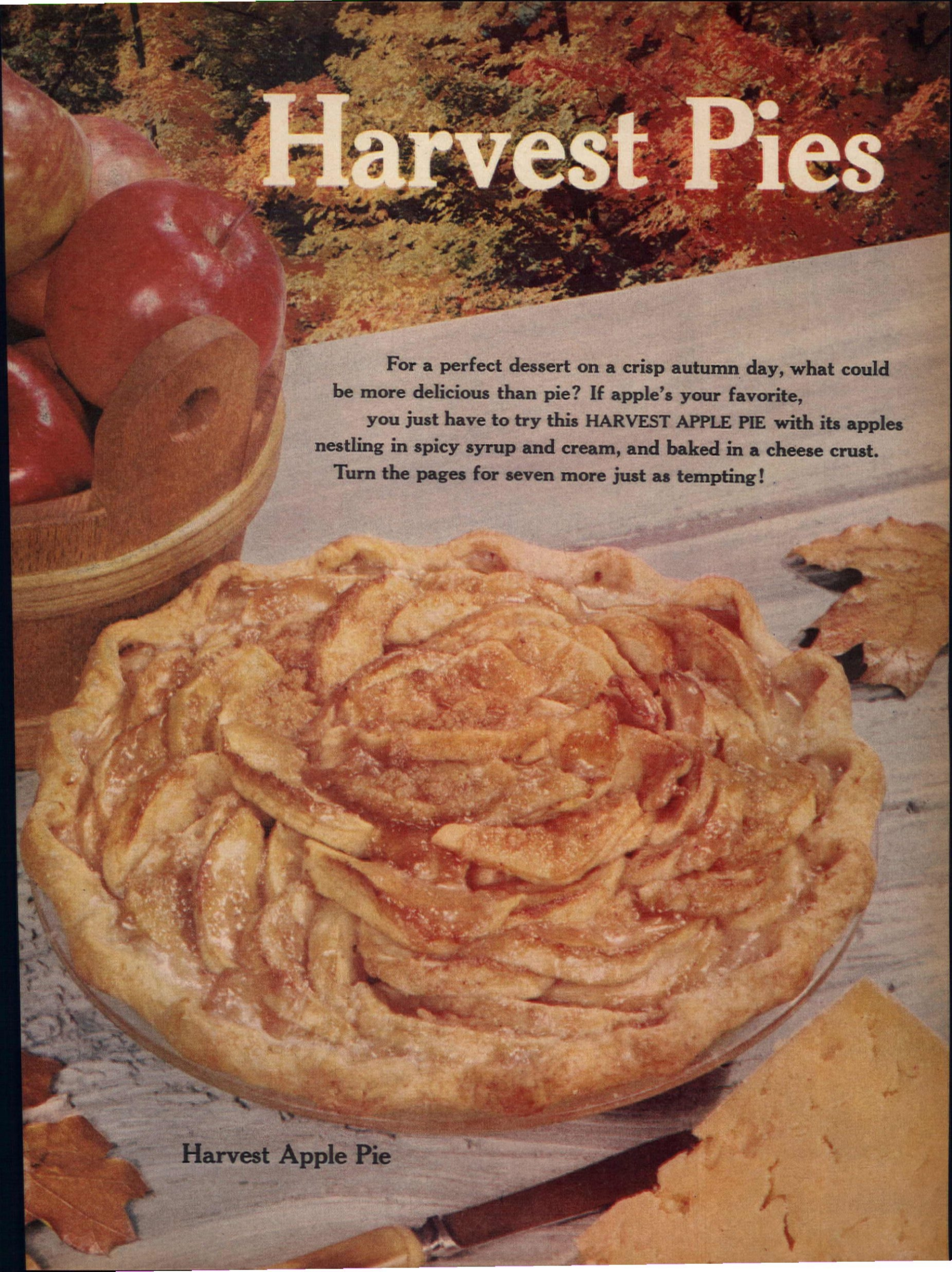


Dream Whip on anything costs so little. Like on gingerbread cake. You can heap it high with never a thought for the budget.

Tested by General Foods Kitchens. Jell-O and Dream Whip, trade-marks of General Foods Corp.

Harvest Pies

For a perfect dessert on a crisp autumn day, what could be more delicious than pie? If apple's your favorite, you just have to try this HARVEST APPLE PIE with its apples nestling in spicy syrup and cream, and baked in a cheese crust. Turn the pages for seven more just as tempting!



Harvest Apple Pie


American Home
Pecan Pie
Colonial Grape Pie


Apricot Cheese Torte
Cranberry Pear Pie
Fudge Nut Pie


Pumpkin Chiffon
Meringue
Mincemeat Custard

The art of making perfect pastry

Perfect pies begin with perfect pastry. And if the delectable pictures on the preceding pages have left you with the burning desire to make a pie, we suggest you start off by reading a few tips on pastry making. The art goes back many, many years and there have probably been more schools of thought on how to make the perfect pie crust than Great Grandma had petticoats. Actually though, there are four popular recipes, not including the new packaged pie-crust mixes. We give you a choice here of cutting in the shortening (see how-to's on next page) or stirring in the shortening; rolling the pastry out on a board or just mixing it in the pan and patting it into shape. Or using a packaged pie-crust mix. For all, we urge you to be light-fingered and cool-headed. Follow directions carefully and come up with perfect pastry every time!

Plain Pastry—Standard Method

INGREDIENTS	PIE SHELL 8- or 9-inch	2-CRUST PIE 8- or 9-inch
Sifted, enriched, all-purpose flour	1 c.	2 c.
Salt	1/2 tsp.	1 tsp.
Shortening	1/3 c.	2/3 c.
Water	3-4 tbs.	5-6 tbs.

Plain Pastry

1. Sift flour and salt into medium-sized bowl. Cut shortening into flour using pastry blender or 2 knives, until the size of small peas. (Or if you prefer a more tender and flaky pie crust, cut in half the shortening until like cornmeal; cut in second half until the size of large peas.)

2. Sprinkle water, a tablespoon at a time, over flour, tossing quickly and lightly with fork, until all particles stick together when pressed gently. Use only enough water to make particles cling together. The amount may vary with flour. Shape pastry into a ball with hands, without mixing or kneading.

3. Turn pastry out on lightly floured pastry board or cloth. Flatten gently with stockinet-covered or floured rolling pin.

4. Roll lightly from center to edge in all directions to form a circle (12 inches in diameter for a 9-inch pie; 11 inches for an 8-inch pie). Lift rolling pin near edge of pastry to keep edges from cracking or getting thin. If pastry sticks, lift gently with side of spatula and lightly flour surface.

5. Fold pastry circle in half toward you. Lift into ungreased pie plate with fold in center and open edges toward you; unfold. Pat with small ball of pastry or hand to press out air and to fit pan.

6. Trim overhang and make edge according to recipe.

No-Roll or Stir-In-Pan Pastry

Makes one 8- or 9-inch crust

1½ c. sifted enriched, all-purpose flour
1½ tsp. sugar
1 tsp. salt
½ c. vegetable oil
2 tbs. cold milk

Sift flour, sugar, and salt into 8- or 9-inch pie plate. Combine oil and milk in measuring cup; whip with fork and pour all at once over flour mixture. Mix with fork until flour is completely dampened. Press evenly and firmly with fingers to line bottom of pan; press dough up side and partly over rim. Keep dough pressed to even thickness. Shape dough to make a smooth rim; pinch lightly with fingers. Do not use a high fluted edge.

For baked shell: Prick entire shell; bake in hot oven (425° F.) 12 to 15 minutes. Cool and fill as desired.
For unbaked shell: Fill shell with desired filling. Bake in hot oven (400° F.) 15 minutes, then reduce heat to moderate (350° F.) and bake until filling tests done.

Stir-'n'-Roll Pastry

Makes pastry for one 8- or 9-inch 2-crust pie

2 c. sifted enriched, all-purpose flour
1½ tsp. salt
½ c. vegetable oil
¼ c. cold milk

Sift flour and salt into medium-sized bowl. Pour vegetable oil and milk into same measuring cup. Do not stir. Add all at once to flour; stir lightly with fork until mixed. Press into smooth ball. Place half of dough between two 12-inch squares of wax paper. (Dampen table top to prevent paper from slipping.) Using very gentle strokes, roll dough from center to edge in all directions until circle reaches edges of paper. Carefully peel off top paper. If dough tears, press edges together without moistening. Lift pastry and bottom paper together. Place pastry, paper side up, in 8- or 9-inch pie plate; carefully peel off paper. Gently pat pastry to fit pie plate. Roll top crust the same way. Proceed according to recipe directions for your pie.

For 1-crust pie: Use 1⅓ c. sifted flour, 1 tsp. salt, ⅓ c. vegetable oil, and 3 tbs. cold milk. Mix, roll, and fit into pie pan as directed above. Prick thoroughly. Bake in very hot oven (475° F.) 8 to 10 minutes.

Water-Whip Pastry

Makes pastry for one 8- or 9-inch 2-crust pie

¾ c. homogenized vegetable shortening
¼ c. boiling water
1 tbs. milk
2 c. sifted enriched, all-purpose flour
1 tsp. salt

Put shortening in medium-sized bowl. Add boiling water and milk; break up shortening with fork. Tilt bowl; whip or beat with fork in rapid cross-the-bowl strokes until mixture is smooth and thick like whipped cream. Sift flour and salt over shortening mixture. Stir quickly with round-the-bowl strokes until dough clings together and cleans the bowl. Shape into smooth flat round with hands. Roll out on pastry cloth or board or between 2 squares of wax paper.

For 1-crust pie: Use ½ c. less 1 tbs. homogenized vegetable shortening, 3 tbs. boiling water, 1 tsp. milk, 1¼ c. sifted enriched, all-purpose flour, and ½ tsp. salt. Proceed as above.

Packaged Pie-Crust Mix

You will find several brands of packaged pie-crust mix at your grocer's. These are convenient to store, easy to use, and make excellent pie crust. Just follow package directions for mixing and rolling. A package will make one 8- or 9-inch two-crust pie or 2 pie shells. For one shell or a one-crust pie use half the package and save the rest to use later.

RECIPES FOR THE EIGHT HARVEST PIES ON THE PRECEDING PAGES BEGIN ON PAGE 63

How to make

Basic Pastry

We show you here ten steps in making pastry by the "cutting in the shortening" method. You will find three other pastry recipes on the preceding page, two using vegetable oil, and one using vegetable shortening. We know that any one of these methods, or the handy package mix, will make a good pie crust. We've tried them all!

And as you are making the crust— make it a picture pie. Below you will see 18 how-to's for making decorative edgings. You will notice we have used handy little gadgets that are in almost every kitchen. Let these few ideas be an inspiration for you to create your *very own* edging.



1 Cut shortening into sifted flour and salt, using pastry blender or 2 knives, until particles are the size of a small pea.



2 Sprinkle a small amount of water over the surface of the fat-flour mixture. Blend with fork, using a tossing motion.

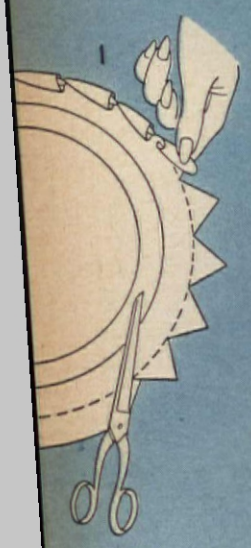


6 Holding lightly, place rolling pin on center of dough. Roll from center toward the edges in quick light strokes.



7 Lift rolling pin near edge to keep edges from getting too thin. Roll to a 12-inch circle for 9-inch pie, 11 for an 8-inch.

How to make decorative EDGINGS

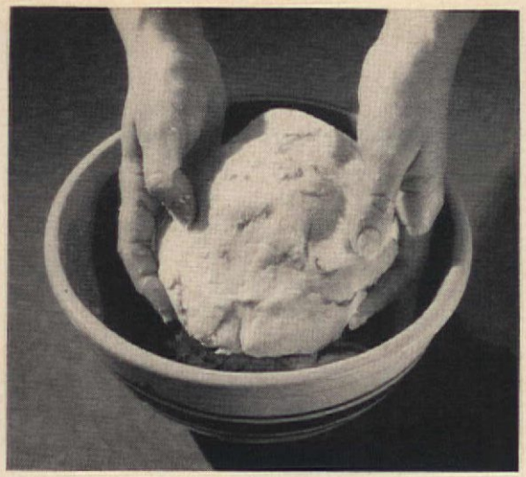


1 Leave ¾-inch overhang, clip into points with scissors and roll angled pieces into cornucopias. **2** Fold edge under, use key for indentations. **3** Trim pastry even with edge, use remaining pastry for braiding strips. Moisten pastry edge; press on braid. **4** Fold under edge; use vegetable parer for design. **5** Fork tines make this design. **6** Trim pastry; fold under edge. Pinch pastry together with thumbs and index fingers. **7** Trim pastry; fold under edge, making stand-up rim. Place right index finger on inside of rim. With thumb and index fingers directly opposite, pinch pastry. Repeat at 2-inch intervals. **8** Trim pastry; fold under, making stand-up rim. Press with left index finger, then with both fingers pinch across at ½-inch intervals. **9** Trim pastry; fold under, making stand-up rim. Place index fingers on rim in opposite directions ¼ inch apart. **10** To make wreathed edge, fold pastry rim under and snip pastry with scissors at ¼-inch intervals. Turn and lay cut





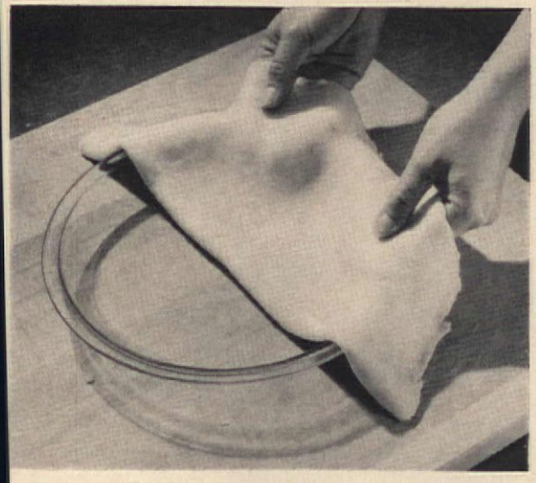
3 **Press** the dampened particles *gently* to see whether they stick together. If they do, then you have added enough water.



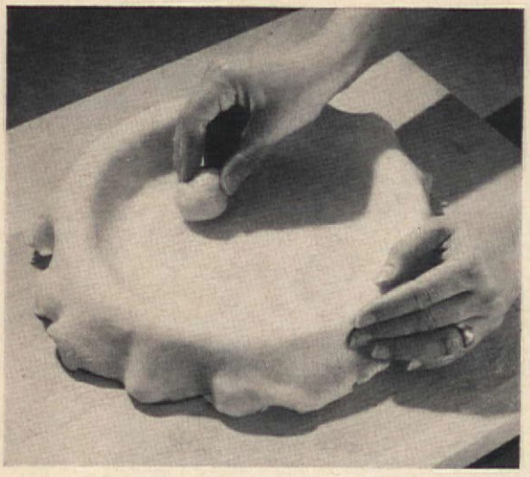
4 **Form dough** into smooth ball between hands, without mixing or kneading. Dough may be chilled before rolling.



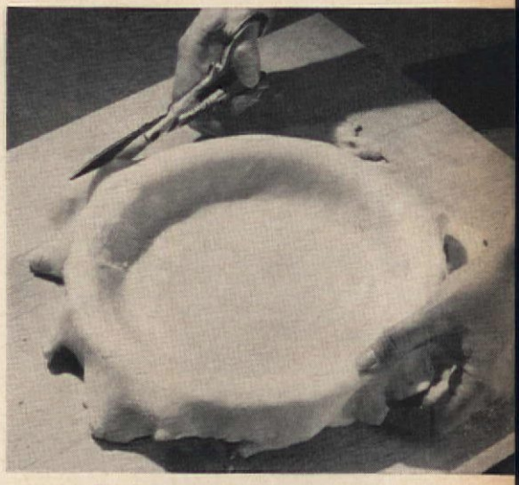
5 **Place dough** on floured board or pastry cloth. Flatten with floured or stockinet-covered rolling pin.



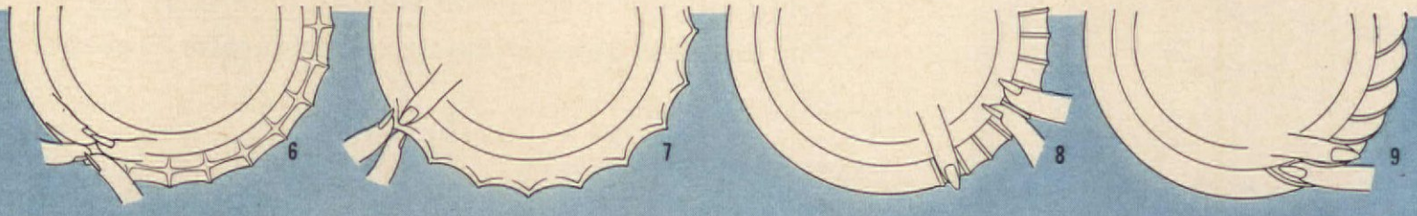
8 **Fold dough in half.** Lift onto ungreased pie plate with fold at center, open edges toward you. Unfold away from you.



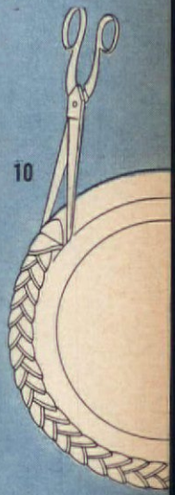
9 **Pat out air** with a pastry ball or your hands, to make pastry fit pie plate and to avoid shrinking when the pie bakes.

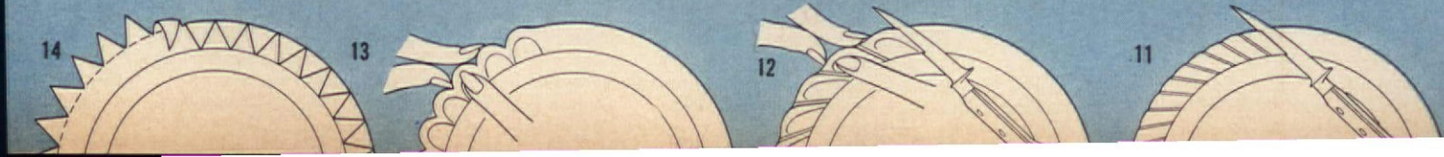


10 **Trim overhang** with scissors ½″ to 1″ for plain, crimped edge. See directions for fancier edgings.



pieces flat on rim, alternating direction. **11** Fold over pastry rim; make a stand-up edge and press flat side of knife into pastry at ½-inch intervals to make a diagonal crimp. **12** For seashell effect, fold under pastry and make stand-up rim. Press down diagonally with right index, push in outside edge with left thumb and index. Press flat side of knife between indentations. **13** For a scalloped edge, fold pastry under, but push up for a stand-up rim. Press down with index finger on inside rim, push in on outside edge with left thumb and index. **14** Trim pastry. Cut overhang with scissors in saw-tooth design. Moisten rim and turn up over rim. **15** Looped edge is molded over pencil or round object with strips of pastry, but always moistened for sealing. **16** Leaf edge is merely pieces of pastry cut in leaf shapes, moistened, then sealed on rim of pie. **17** For inside ruffle effect, fold over pastry edge, press left index finger under fold, press right index firmly next to lifted portion. **18** An interesting design can be made with the handle of the pastry brush. Crust is tucked under as on number 2.





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Harvest Pies

(pictured in color on pages 55, 56, 57, and 58)

• APRICOT CHEESE TORTE

Preparation time: 15 min.
Baking time: 30–35 min.

½ c. butter or margarine
1 c. sugar
2 egg yolks
1 tsp. vanilla
2 sqs. unsweetened chocolate, melted
⅓ c. sifted flour
2 egg whites
Dash of salt
¾ c. coarsely chopped walnuts
1 unbaked 9-inch nut pastry shell

● Cream butter or margarine in medium-sized bowl; gradually beat in sugar and beat until light and fluffy. Add egg yolks and vanilla; blend well. Add melted chocolate and flour. Beat egg whites and salt in second bowl until stiff but not dry; fold into chocolate mixture. Add walnuts; turn into unbaked pastry shell. Bake in hot oven (375° F.) 30–35 minutes, or until puffed across top. Cool. Serve with vanilla or coffee ice cream, or with whipped cream, if desired.

NUT PASTRY: Sprinkle ⅓ c. finely chopped walnuts evenly on bottom and sides of greased 9-inch pie pan; line pan with pastry.

500 calories per serving (⅛ of 9-inch pie) *Source of Vitamins A, B, C*

***Tested in* THE AMERICAN HOME KITCHENS**

• COLONIAL GRAPE PIE

• MINCEMEAT CUSTARD

Preparation time: 20 min.
Chilling time: 2–3 hrs.

1 pkg. vanilla pudding and pie-filling mix
1 egg, slightly beaten
2 c. milk
1 tsp. rum extract
1½ c. prepared mincemeat
1 baked 9-inch crumb shell

● Combine pudding and pie filling, beaten egg, and milk in medium-sized saucepan. Cook and stir over medium heat until mixture thickens and comes to a boil. Remove from heat; add rum extract; cool 5 minutes, stirring occasionally. Spread 1 cup of mincemeat evenly in bottom of cooled crumb shell; top with pudding mixture; chill 2–3 hours, or until firm. Arrange remaining ½ cup mincemeat in spiral design on top of pie. Garnish with cherries and mint leaves, if desired.

CRUMB SHELL: Combine 1½ c. vanilla wafer crumbs (about 24 cookies), 2 tbs. sugar, and 6 tbs. melted butter or margarine in bowl. Press evenly into bottom and around sides of 9-inch pie pan. Bake in hot oven (375° F.) 5–8 minutes.

325 calories per serving (⅛ of 9-inch pie) *Source of Vitamins A, B, C*

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Harvest Pies

(pictured in color on pages 55, 56, 57, and 58)

• COLONIAL GRAPE PIE

Preparation time: 25 min.
Baking time: 30–35 min.

5 c. Concord grapes (about 2½ pounds)
1 c. sugar
1½ tbs. quick-cooking tapioca
¼ tsp. salt
1 tbs. grated orange rind
2 tbs. lemon juice
Spice pastry for 2-crust 9-inch pie

• Wash and stem grapes; slip pulp from skins; save skins. Cook pulp until seeds loosen, about 5 minutes; press through coarse sieve to remove seeds. Combine pulp, skins, and remaining ingredients except pastry; let stand 15 minutes. Line a 9-inch pie pan with spice pastry; fill with grape mixture. Arrange strips of pastry in lattice design on top, moistening ends to seal to bottom crust; flute edge. Bake in hot oven (450° F.) 10 minutes; reduce heat to moderate (350° F.); continue baking 20–25 minutes, or until syrup boils with heavy bubbles that do not burst.

SPICE PASTRY: Add 2 tbs. sugar, ½ tsp. cinnamon, ½ tsp. ginger, and ¼ tsp. mace to the sifted flour in PLAIN PASTRY recipe.

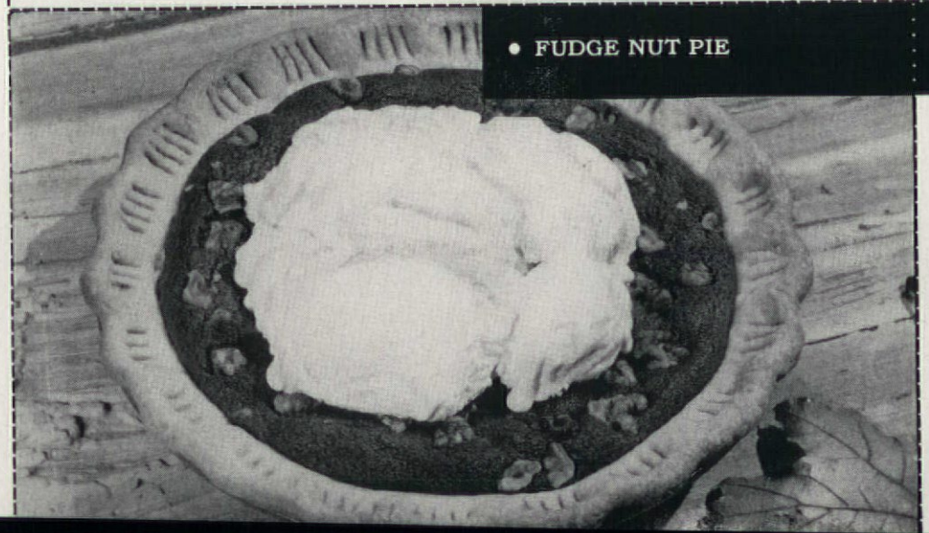
400 calories per serving (⅙ of 9-inch pie)

Source of Vitamins A, B, C

***Tested in* THE AMERICAN HOME KITCHENS**



• MINCEMEAT CUSTARD



• FUDGE NUT PIE

• APRICOT CHEESE TORTE

Preparation time: 25 min.
Chilling time: 2–3 hrs.

1 can (1 lb., 14 oz.) peeled, whole apricots
1 pkg. (8 oz.) cream cheese
1 tbs. sugar
1 tsp. grated lemon rind
1 baked 8-inch pastry shell
⅓ c. currant jelly

• Drain apricots; reserve ¼ c. syrup (use remainder in other cooking). Remove pits from apricots carefully, leaving fruit whole. Soften cream cheese in small bowl; blend in reserved ¼ c. apricot syrup, sugar, and lemon rind. Spread evenly in baked pastry shell. Arrange well-drained whole apricots on top. Beat jelly with whip or egg beater, until smooth and syrupy; spoon over apricots. Garnish with chopped pistachio nuts, if desired. Chill 2 to 3 hours, or until jelly glaze thickens.

350 calories per serving (⅙ of 8-inch pie)

Source of Vitamins A, B, C

***Tested in* THE AMERICAN HOME KITCHENS**

Harvest Pies

(pictured in color on pages 55, 56, 57, and 58)

MERINGUE

Preparation time: 30–40 min.
Chilling time: 2–3 hrs.

1 envelope unflavored gelatin
½ c. brown sugar, firmly packed
½ tsp. salt
½ tsp. cinnamon
½ tsp. nutmeg
¼ tsp. ginger
2 egg yolks, slightly beaten
½ c. milk
1¼ c. canned pumpkin
2 egg whites
¼ c. sugar
½ c. heavy cream, whipped
½ c. chopped, toasted almonds (optional)
1 baked 9-inch meringue shell

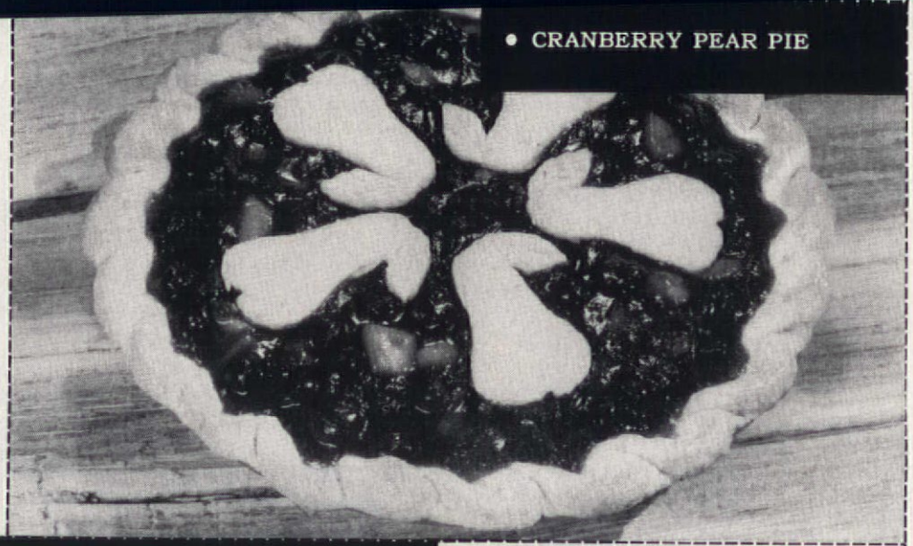
● Combine gelatin, brown sugar, salt, and spices in top of double boiler. Stir in egg yolks, milk, and pumpkin. Cook over hot water 5 minutes, stirring constantly. Remove from heat; chill until slightly thickened. Beat egg whites until foamy; add sugar, a tablespoon at a time, beating well after each addition; continue beating until stiff peaks form; fold into pumpkin mixture. Fold in whipped cream and almonds. Turn into cooled meringue shell; chill about 2–3 hours, or until firm. Garnish with meringue mounds.

MERINGUE SHELL: Prepare 1 packet meringue mix according to directions for meringue shells. Spoon 8 tiny mounds onto heavy brown paper or aluminum foil on a cooky sheet. Spread remaining mixture onto bottom and sides of lightly greased 9-inch pie pan. Bake shell and meringues as directed on package. Cool.

300 calories per serving (⅙ of 9-inch pie) *Source of Vitamins A, B, C*

***Tested in* THE AMERICAN HOME KITCHENS**

● CRANBERRY PEAR PIE



● AMERICAN HOME PECAN PIE



● HARVEST APPLE PIE

Preparation time: 20 min.
Baking time: 35–40 min.

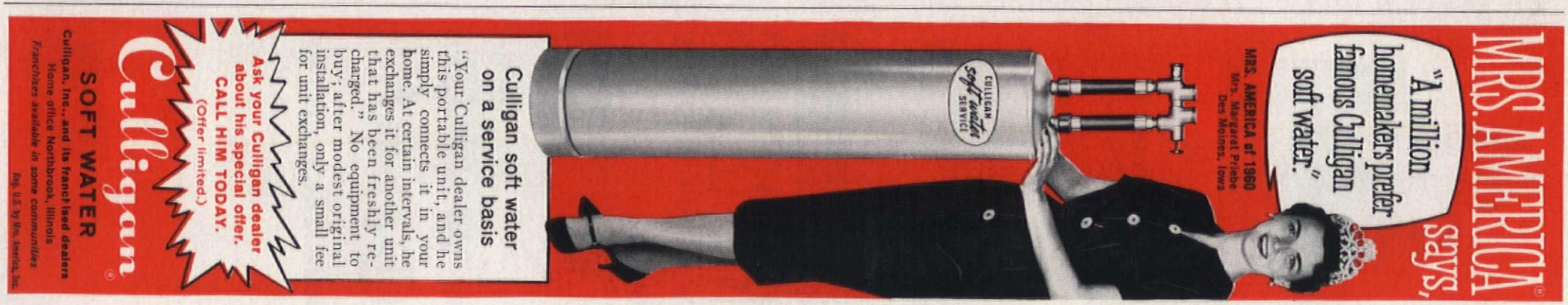
½ c. sugar
½ c. brown sugar, firmly packed
¼ c. flour
½ tsp. cinnamon
¼ tsp. nutmeg
⅛ tsp. salt
¼ c. butter or margarine
6–8 medium-sized tart apples, peeled, cored, and sliced (6 cups)
2 tsp. lemon juice
1 unbaked 9-inch cheese pastry shell
¼ c. heavy cream

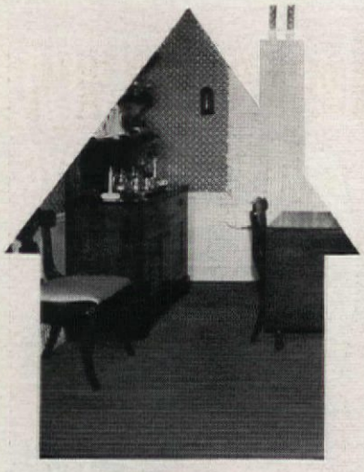
● Mix together sugars, flour, cinnamon, nutmeg, and salt in small bowl; cut in butter or margarine. Sprinkle apples with lemon juice in large bowl; add 1½ cups of sugar mixture; toss gently to coat apples evenly. Arrange apples in pastry shell, sprinkle with remaining ½ cup mixture. Bake in hot oven (450° F.) 10 minutes; reduce heat to moderate (350° F.); continue baking 25 minutes, or until apples are just tender. Carefully pour cream over apples and bake 10 minutes longer. Serve warm.

CHEESE PASTRY: Cut in ½ c. grated Cheddar cheese with shortening in PLAIN PASTRY recipe.

460 calories per serving (⅙ of 9-inch pie) *Source of Vitamins A, B, C*

***Tested in* THE AMERICAN HOME KITCHENS**



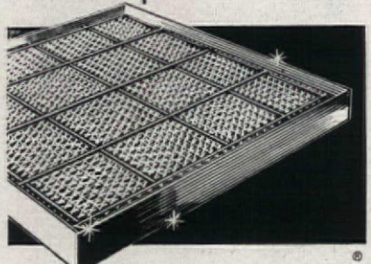


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Harvest Pies

(pictured in color on pages 55, 56, 57, and 58)



• HARVEST APPLE PIE

Preparation time: 30 min.
Baking time: 25–30 min.

2 tbs. cold water
2 tbs. butter or margarine
1 tbs. lemon juice
2 medium pears, peeled, cored, and diced (about 2 cups)
1 unbaked 9-inch orange pastry shell

• Combine sugar, salt, and water in large saucepan; bring to boiling; add cranberries. Cook over low heat, without stirring, until all cranberries pop. Combine cornstarch and cold water to make smooth paste; stir into cranberry mixture and continue cooking, stirring constantly, until clear and slightly thickened. Remove from heat; add butter or margarine and lemon juice. Cool about 20 minutes; add pears; turn into unbaked pastry shell. Reroll trimmings and cut into pear shapes. Place on top of filling. Bake in hot oven (425° F.) 25–30 minutes, or until browned and bubbly.

ORANGE PASTRY: Add 1½ tsp. grated orange rind to flour and use orange juice in place of water in PLAIN PASTRY recipe.

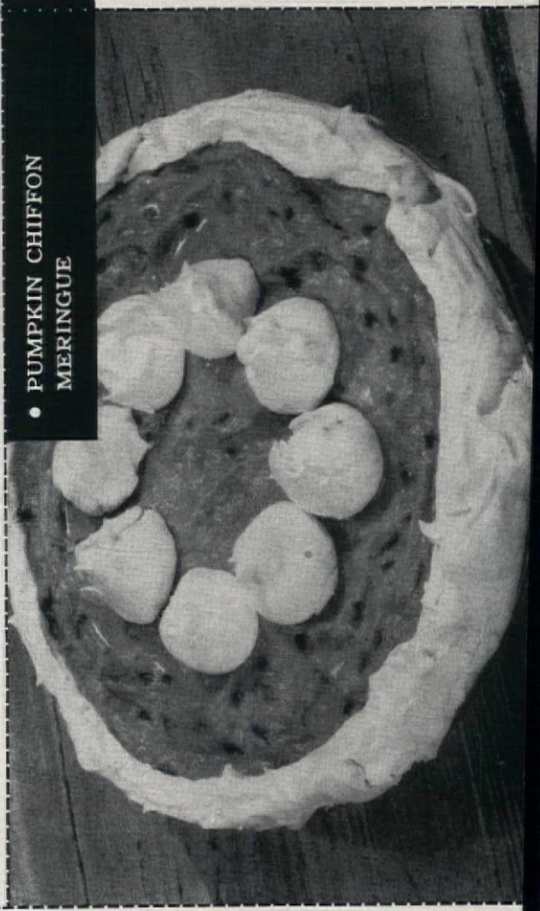
475 calories per serving (⅙ of 9-inch pie) *Source of Vitamins A, B, C*

***Tested in* THE AMERICAN HOME KITCHENS**

• CRANBERRY PEAR PIE

Preparation time: 10 min.
Baking time: 50–55 min.

2 c. sugar
1 tsp. salt
¾ c. water
3 c. whole raw cranberries
4 tbs. cornstarch



• PUMPKIN CHIFFON MERINGUE

3 eggs
1 c. sugar
1 c. light or dark corn syrup
2 tbs. melted butter or margarine
1 tsp. vanilla
¼ tsp. salt
1–1½ c. pecan halves
1 unbaked 9-inch pastry shell

• Beat eggs slightly in medium-sized bowl; beat in sugar. Blend in corn syrup, melted butter or margarine, vanilla, salt, and pecans. Pour into unbaked pastry shell. Bake in hot oven (400° F.) 15 minutes; reduce heat to moderate (350° F.); continue baking 35–40 minutes or until browned and slightly puffed. Cool before serving.

490 calories per serving (⅙ of 9-inch pie) *Source of Vitamins A, B, C*

***Tested in* THE AMERICAN HOME KITCHENS**

• AMERICAN HOME PECAN PIE

Greatest dishwashing discovery since detergents

NEW FORMULA ELECTRASOL® RESTORES DISHWASHERS TO 100% EFFICIENCY

Science Discovers that FOOD PROTEIN FOAM Reduces Dishwasher Action As Much as 90% To Cause Spots, Streaks, Film. New Formula Electrasol Eliminates It.

MAKE THIS SIMPLE EGG FOAM TEST! COMPARE YOUR PRESENT DETERGENT WITH AMAZING NEW FOAM-CONTROL ELECTRASOL



OLD-STYLE DETERGENTS CAN'T CONTROL PROTEIN FOAM

Drop pinch of dishwasher detergent you use now into yolk-soiled egg cup. Fill with hot water. Stir vigorously. Note *protein foam* that can reduce dishwasher action almost to zero.

NEW FORMULA ELECTRASOL STOPS FOAM FORMATION

Now drop pinch of new Electrasol into equally soiled egg cup. Note freedom from *protein foam*. This means 100% efficient dishwasher performance. No spots! No streaks! No film!

Foam Control Means Spot-Free Glasses

Economics Laboratory, leader in dishwasher detergent research, has proved what scientists have long suspected; that food proteins (egg yolk, milk, grease, gravy, meat, potatoes, etc.) create foam that slows down washing action almost to zero; that ordinary detergents can't control this foam; that spots, streaks and film result; that new formula Electrasol eliminates foam, restores washing action to 100% efficiency. Result? Spotless glassware! Streak-free dishes! Film-free silver! Get new formula, foam-control Electrasol, America's most economical dishwasher detergent, today! It's enthusiastically endorsed by leading dishwasher manufacturers!



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Festival of Tulips

(continued from page 38)

flowering tulips, large and small, tall and short, whose seasons overlap and coincide, more or less, with the peak flowering of the daffodils.

Most striking of all the early tulips, perhaps, is the hybrid variety of Tulipa fosteriana, called Red Emperor, with huge, orange-red flowers on strong stems 1½′ or so tall. It has recently been joined by White Emperor, an equally impressive tulip, and the two can be planted adjacently with remarkable effect.

A hybrid form of Tulipa praestans, called Fusilier, has three to six blooms to a stem, is good-sized, brilliant scarlet, and 10″ or 12″ high. T. eichleri, flowering at the same time and about the same height, has beautifully shaped, crimson-scarlet flowers, carried one to a stem. A smaller but delightfully different tulip, also in flower a. this time, is T. tarda (sometimes listed as T. dasystemon). Its star-shaped flowers, in clusters of as many as ten, grow 5″ or 6″ high and are bright yellow shading to white.

One of the daintiest of tulips, T. clusiana, flowers around the first of May. It grows 10″ to 15″ high and has narrow, medium-sized blooms, white and deep pink, for which reason it's sometimes called the peppermint-stick tulip. Because of its daintiness, presumably, it's also called the lady tulip.

Before the species tulips have finished, the first of the hybrid classes have already started—namely the single early and double early tulips, which usually begin in mid-April. These are shorter-stemmed than the May-flowering hybrids, most of them 12″ to 14″, but their flowers are large, brightly colored, and long lasting.

Favorites among single early varieties are Couleur Cardinal, deep red; De Wet, fiery orange; Rising Sun, deep yellow; Pink Beauty, rose pink; and White Beauty, pure white. Among double early varieties, which resemble small peonies, some of the best are Peach Blossom, rosy pink; Schoonord, white; Mr. van der Hoef, rich yellow; and Vuurbaak (Firedome), scarlet.

The Mendel and triumph tulips start around the first of May, before the single early and double early varieties have finished, and continue into the season of the familiar "May-flowering" kinds—the breeder, cottage, and Darwin types—which are in flower from

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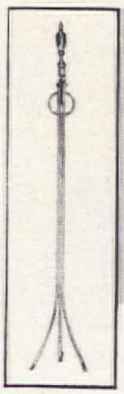
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the middle to the end of the month. Also flowering during the latter half of the month are the large, peonylike, double late varieties. the gracefully reflexed lily-flowered kinds, and the curiously fringed and feathered parrot types.

This whole magnificent group runs the full gamut of tulip colors—from purest white through every imaginable shade of yellow, orange, red, pink, lavender, and purple to the deepest bronze and coppery tones. Their heights range from about 20″ in the Mendels to over 30″ in the breeders and Darwins.

The list of varieties of all the classes of May-flowering tulips is well-nigh endless, and every grower, distributor, and fancier has his own selection of favorites. Your best bet is to choose them from the illustrations and descriptions in a good bulb catalogue or from the display racks in a well-supplied garden center. Most important, buy only top-quality bulbs from reputable distributors. A "bargain deal" may turn out to be nothing short of an outright gyp.

How to grow tulips? Easy! Their main requirements are plenty of sunshine, well-drained, fertile soil, and abundant moisture in spring and fall but comparatively dry conditions during summer. Plant the bulbs at least 8″ deep—better 10″ or 12″ deep if your soil is light.

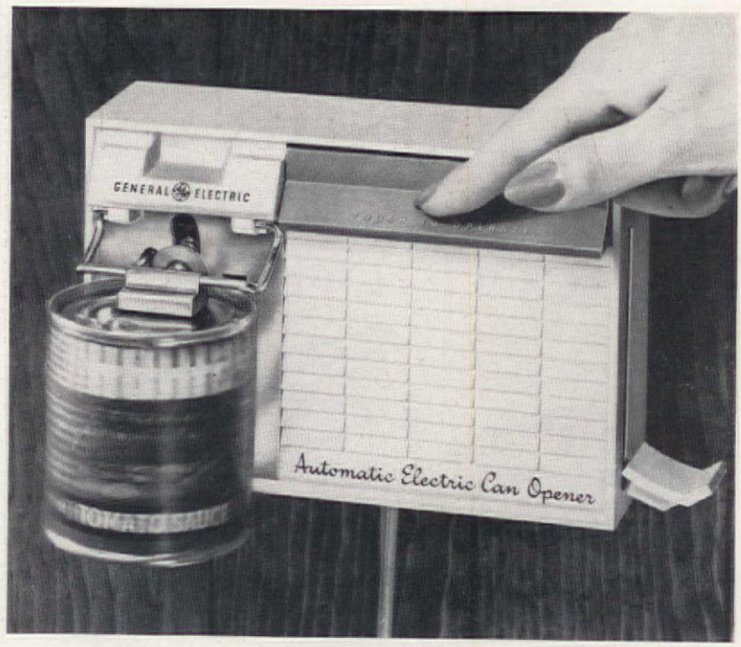
Break off the flowers as soon as they begin to fade, remove the leaves only after they've turned yellow, and sprinkle plenty of plant food over the plantings every fall. Or, if you don't mind a little extra work, you'll probably be even more successful in maintaining their vigor if you dig the bulbs after the leaves have yellowed in late spring and store them in a cool, dry place until fall planting time.

All in all, tulips come pretty close to representing the most in floral reward for the least in gardening effort. A full-scale festival planting this fall will really pay off next spring. THE END

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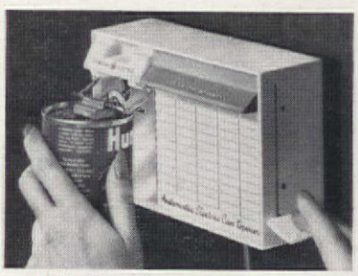
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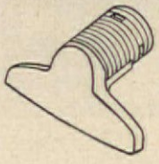
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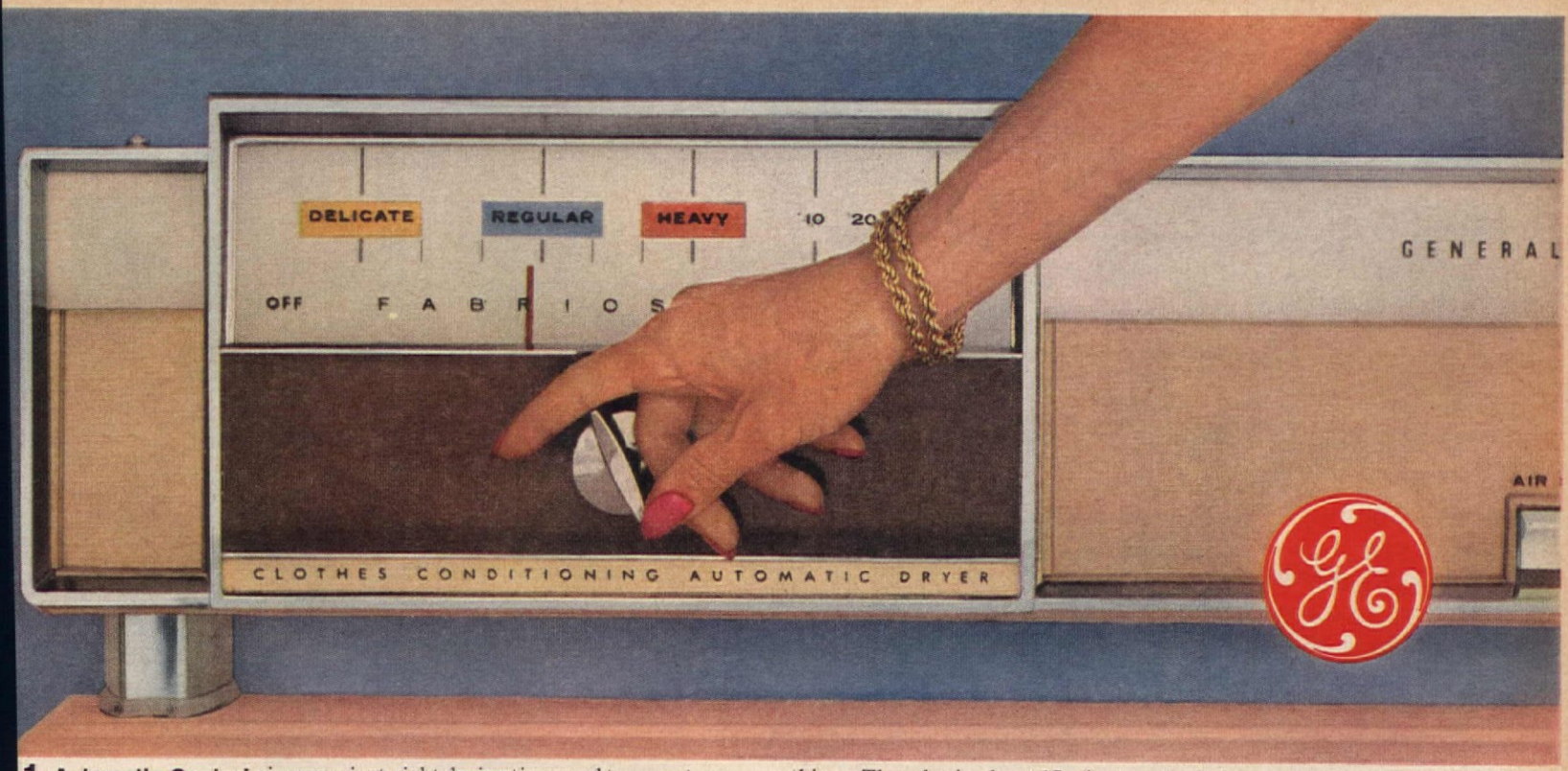
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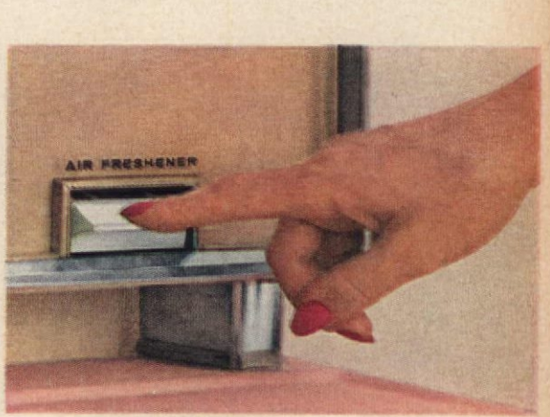
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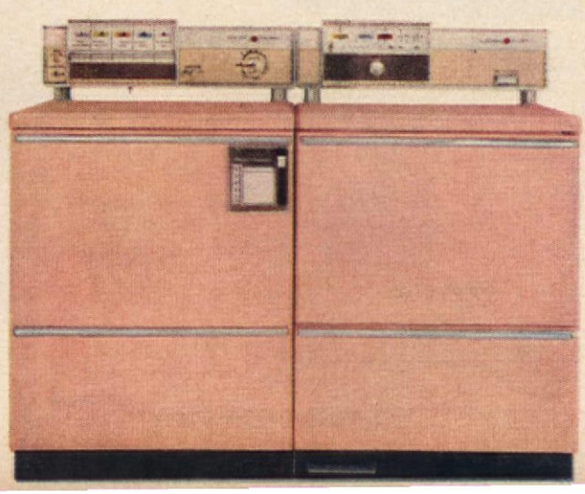
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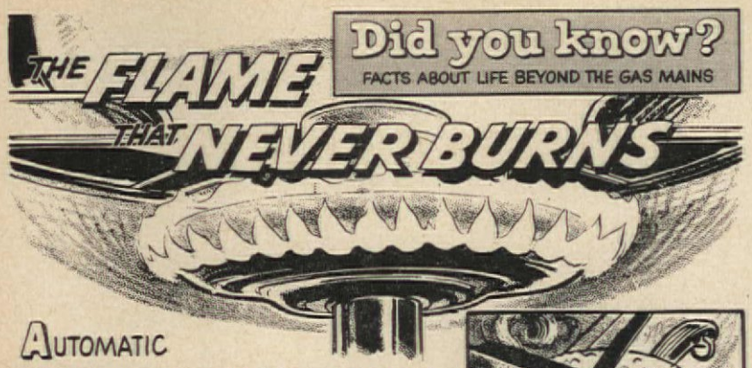
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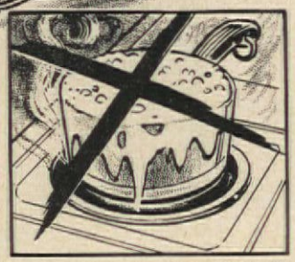
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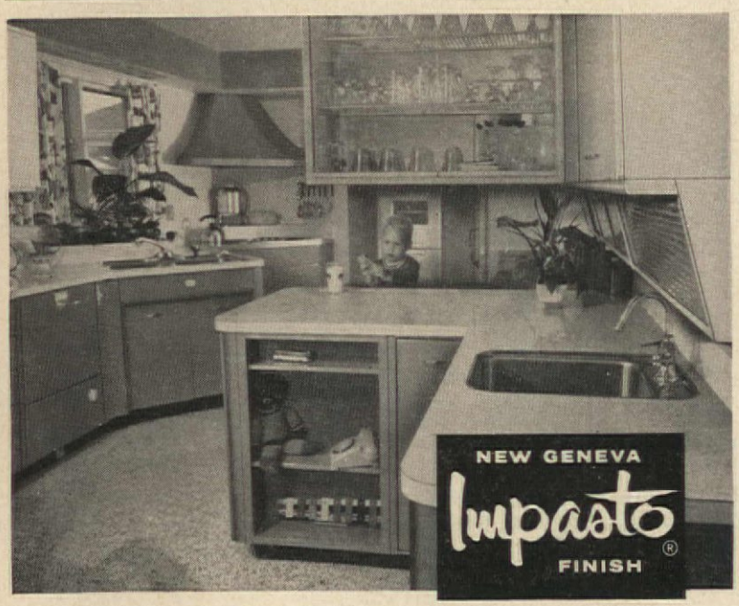
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GENEVA IMPASTO is *many* things kitchen cabinets have never been before. It is new *warmth . . . superb* warmth, fashioned from exclusive etch-line *patterned* steel. It is extremely durable . . . stain resistant . . . simple to clean . . . and is available in six mellow-toned colors or white. And a Geneva Impasto kitchen . . . *is quiet as a whisper.* Before you build or remodel, see Impasto at your Geneva dealer, or send for literature.

Geneva KITCHENS

GENEVA MODERN KITCHENS
Dept. AM-10-59
Division of Acme Steel Co.
Geneva, Illinois



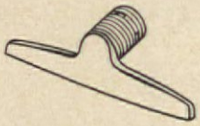
I enclose 10¢ for new, 20-page full color kitchen idea booklet and Impasto folder.

Name_____

Address_____

City_____ County_____ State_____

(continued)



DRAPERIES collect dust just as fast as any of your other furnishings. Drapery cleaning tool keeps them fresh with little effort. Suction power can be reduced on this cleaner to prevent pulling on the draperies.



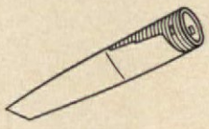


THE UPHOLSTERY TOOL takes on a new and more delicate role. With suction power reduced it hovers over artificial flowers and the dust disappears. Your vacuum cleaner makes light work of this tedious job.

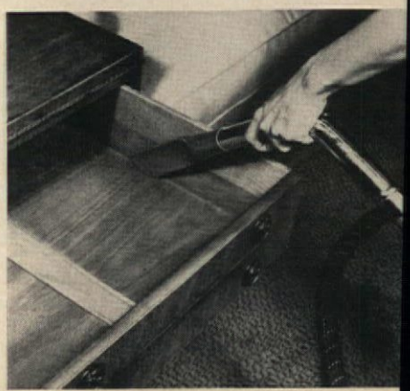


TOOLS attach easily to an upright vacuum cleaner. It takes very little time and reaps big benefits. Here the crevice tool is used to clean that dust-collecting space between carpeting and baseboard.





THE CREVICE TOOL is one of the handiest tools in the attachment box. It gets all the way into the corners of drawers and pulls the dust out. Try it also to dust the space beside your range and behind your refrigerator and radiators.



Shopping Information, page 100

Luxurious decoration everyone can afford

...MONEY CAN'T BUY A MORE BEAUTIFUL WALL PAINT THAN SUPER KEM-TONE®





WE'RE DELIGHTED! Our home looks luxuriously new, thanks to Super Kem-Tone latex wall paint. One coat did a perfect job . . . and the paint cost averaged less than $15 a room. Real decorating economy!



SUPER KEM-TONE makes it easy for anyone to paint. It's quick-drying, *super*-durable, has no "painty" odor. Guaranteed washable or your money back. Easy clean-up, too — rollers, brushes, trays wash in soap and water!



WE FOUND IT SO EASY to select colors. We borrowed the Super Kem-Tone Color Harmony Guide from our dealer. It shows a tremendous range of colors with helpful color harmony suggestions. It's a free service!

Super Kem-Tone wall paint and matching colors in Kem-Glo® enamel for woodwork are available in all leading stores where paint is sold

MARTIN-SENOUR PAINTS
CHICAGO

Super Kem-Tone and Kem-Glo are also made and distributed by: The Sherwin-Williams Co., Cleveland
Acme Quality Paints, Inc., Detroit • W. W. Lawrence & Co., Pittsburgh • The Lowe Brothers Co., Dayton
John Lucas & Co., Inc., Philadelphia • Rogers Paint Products, Inc., Detroit

you can make unbelievably beautiful

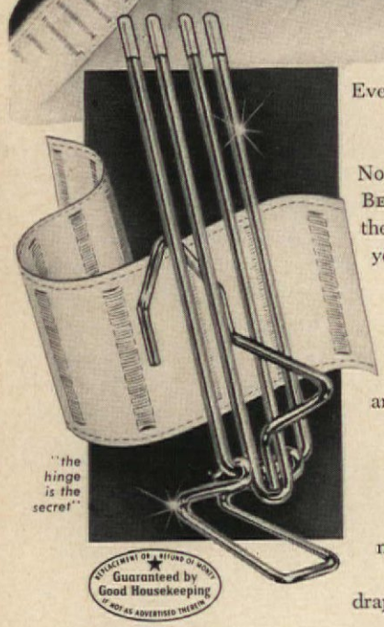
Custom-Pleated Draperies

...quickly...easily...inexpensively!

with **CONSO*** **NIP-TITE***

and **CONSO*** **BESTPLEAT***





Every woman knows that *custom-pleated* draperies and curtains add an air of distinction and beauty to any room. Now – with NIP-TITE Pleater Hooks and BESTPLEAT Pleater Tape – you can make the professional decorator-type draperies you've dreamed about at little cost with practically no effort.

CONSO BESTPLEAT Pleater Tape

Wash or clean BESTPLEAT as often as you like – it always stays strong and firm. BESTPLEAT is sag-proof, too – the solidly *woven-in* pockets *never* rip, and *never* sag.

CONSO NIP-TITE Pleater Hooks

The exclusive hinge lock and unique middle arm of NIP-TITE Pleater Hooks *hold* and *lock* the crisp, even drapery pleats in place with custom made perfection – and, they *stay* that way.

Your draperies almost make themselves with CONSO NIP-TITE *and* BESTPLEAT. *Ask for these fine products in drapery departments everywhere.*

You Need the Splendid New 16th Edition

1001 DECORATING IDEAS



These 76 pages, many in full color, are crammed with wonderful ideas about the latest and smartest in decoration. You can actually transform your home with new beauty. 1001 Decorating Ideas shows you just how to do it. Many easy-to-follow directions on how to make your own slip covers, bedspreads, lamp shades, draperies, cornices and swags with that "professional touch". Just send 25¢ to Dept.AH-10.

*"NIP-TITE" HOOKS PATENTED NO. 2,796,928 • "CONSO", "BESTPLEAT" & "NIP-TITE" REGISTERED ®

CONSO • 27 West 23rd Street • New York 10, New York

Get Your House Ready for Winter

Repair your house and heating system now for low-cost comfort this winter

STAN SCHULER

Were your feet cold when you relaxed in your living room last winter? Did the heating plant seem to run more than usual, but deliver less heat? Were you plagued by drafts and furnace breakdowns?

The first step toward solving these problems is to make a list of all the things that caused trouble and discomfort last winter. Step No. 2 is to check your house systematically from foundation to roof top. Then get on with the repair work. Much of this will be relatively easy. But if there are extensive repairs which run into a lot of money, don't put them off. The money you spend will be repaid many times in improved comfort, health, safety, fuel savings, and resale value.

Is Insulation Adequate?

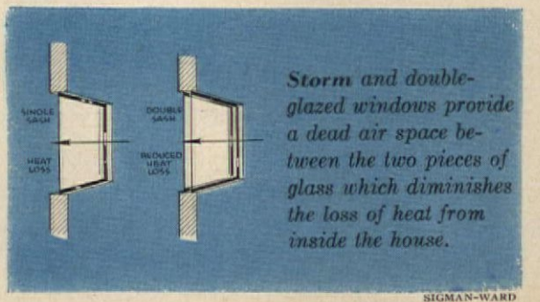
Walls and roof. Chances are your house is at least partially insulated. But if there are still times when you feel chilly, you may need additional insulation. There should be the equivalent of at least three inches of rock wool in the roof or ceiling. Four inches of insulation are even better.

If your outside walls have not been insulated, you can have loose fill blown in. A full insulating job saves fuel costs and should be accompanied by a vapor barrier on the inside surface of the interior wall. The vapor barrier keeps moisture from condensing on the cold inside face of the exterior sheathing.

If the walls of your house were insulated many years ago with loose fill, the chances are that the material has settled and there is an uninsulated gap at the top of each stud space. This isn't worth filling throughout the house; but you should see if you can't do something about it in cold rooms and in north walls.

Windows and doors. If you haven't weather-

(continued)



Storm and double-glazed windows provide a dead air space between the two pieces of glass which diminishes the loss of heat from inside the house.

SIGMAN-WARD

NEW! And naturally the most for your money

CANNON BEAUTI-FLUFF TOWELS



! The look of tweed, about 79¢ So attractive! And these towels are made to take wear. In stripes or solids that stay bright—Cannon colors are *Carefree*. 22 x 44 bath size

Price slightly higher in West



NEW! A check that glitters, about $1.29
A sparkling beauty that wears wonderfully, with Beauti-Fluff to keep it soft, thirsty. 22 x 44 bath size



NEW! A shower of flowers, about $1.98 It's Rose Wreath, one of the loveliest prints ever on gentle fluffy terry. And all the beauty lasts. 24 x 46 bath size



CANNON BEAUTI-FLUFF TOWELS STAY SOFT, LOVELY, ABSORBENT FOR YEARS

Cannon Mills, Inc., 70 Worth St., New York 13, N.Y. • Towels • Sheets • Bedspreads • Draperies • Stockings • Terry Cloth



Sparkling new idea... use Fostoria American pattern as everyday 'table jewelry'

Too often, we suspect, AMERICAN is treated *too* tenderly . . . kept pretty-on-the-shelf or saved for Occasions. *Feel free to use it every day.* Add its sparkle to *every* table you set. And don't worry. While AMERICAN gives the illusion of fiery (and costly) cut crystal, it is *hand-molded, tempered* crystal that's sturdy enough for casual use.

See America's best-loved crystal. And send for our folder showing 118 pieces (priced from only $.75) and where to buy. Write today. Fostoria Glass Company, Moundsville, West Virginia.

Fine Crystal with Fashion Flair

Fostoria

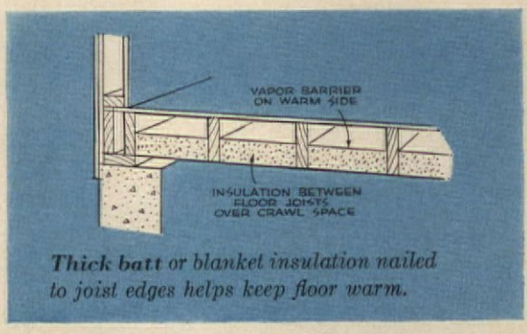


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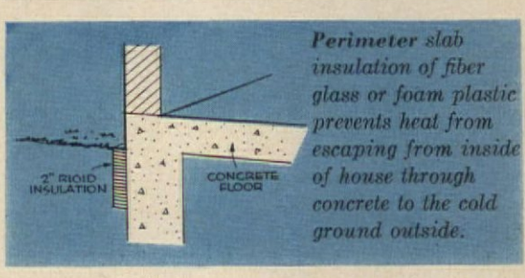
proofed the doors and windows in your house, you really must enjoy being uncomfortable. Glass is a poor barrier against cold. All windows and doors on the north side of the house should most certainly be protected with storm sash or double-glazed insulating glass.

Check the weatherstripping throughout the house. It may no longer fit properly. New metal stripping is usually fairly easy to install; if not, it's a cinch to apply rubber, felt, or fiber-glass strips around the inside edges of the windows.

Floors. You can lose a lot of heat through floors over crawl spaces and unheated garages. Solution: Insulation between the floor joists.



***Thick batt** or blanket insulation nailed to joist edges helps keep floor warm.*



***Perimeter** slab insulation of fiber glass or foam plastic prevents heat from escaping from inside of house through concrete to the cold ground outside.*

Concrete slabs laid on the ground almost always feel cold underfoot if not correctly insulated. The easiest remedy is to excavate around the outside of the foundation walls and apply rigid, 2-inch-thick, waterproof insulating boards tight against the walls. The boards should extend from just above the level of the slab to a depth of at least 12 inches.

Heating pipes and ducts. To prevent unnecessary heat loss and thus assure the delivery of the full quota of heat to the heating outlets, insulate pipes and ducts, that run through areas where heat is not required, with fiber glass or asbestos pipe insulation or blanket duct insulation of the same materials.

Are You Warm Enough?

Drafts. These are another cause of cold feet. If the cold air is not coming from the windows or outside doors, it may be seeping under the interior doors. The answer is to weatherstrip the doors or to install thresholds with a built-in plastic strip that presses against the bottom of the doors.

Radiators. If you have a hot-water system, vent the trapped air in the radiators through the valve. On a steam system, remove clogged radiator valves and soak them in white gasoline for fifteen minutes.

Make sure that all radiators and the pipes leading to them are level. If they're not, raise them so that the water will flow downhill from the radiator all the way to the boiler.

(continued)



* designed by John Van Koert; Declaration® designed by Stewart MacDougall and Kipp Stewart

ontemporary blends easily with furniture by Drexel®

your many loves in furniture, whether design-ed by America or Scandinavia, blend contentedly Drexel. Drexel has so many contemporary groups oose from . . . you are never at a loss for variety. *ices that keep your budget solvent.*

how Profile and Declaration are smartly com-in the illustration above. Declaration, elegant simplicity, is oiled natural walnut inlaid with rosewood. Profile, gently curving, generously blends sable walnut, silver and travertine marble. Complete groupings for a continuing theme in your living, dining, bedroom, including upholstery are available, if you prefer.

Enjoy the pride of ownership and the confidence of choosing the best value, Drexel. And the knowledge that each Drexel piece is made with painstaking care and fine materials to assure you of quality. At reasonable cost. Look for the "by Drexel" seal on each piece.

At fine furniture and department stores everywhere. *Send 35c for Drexel's "Portfolio of Fine Furniture," 7 Huffman Road, Drexel, North Carolina.*

*Design patented

DREXEL-TIME AND HOME FASHION TIME AT LEADING DREXEL DEALERS EVERYWHERE

by Drexel DREXEL FURNITURE COMPANY

Heirloom Crafted in Solid Cherry

Picture these friendly colonial treasures, from the Old Salem Collection, in your home creating an inviting, relaxing dining room . . . or adding a warm charm to your living-dining area. Enjoy the richness of solid cherry crafted with more than a century-old skill perfected through generations of working in *solid* woods.

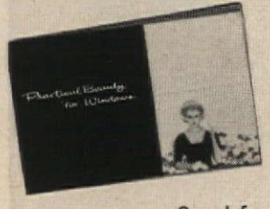


Old Salem Collection

Complete assortment of DINING ROOM *and* BEDROOM *pieces in solid cherry (also in mahogany). Send 10¢ for illustrated folder. Address Unique Furniture Makers, Dept. AH159, Winston-Salem, North Carolina.*

Unique
WINSTON-SALEM NORTH CAROLINA
Master Woodworkers Since 1854

Are you looking for practical ways to dress your windows?





Send for new B/H "idea" booklet . . . free !

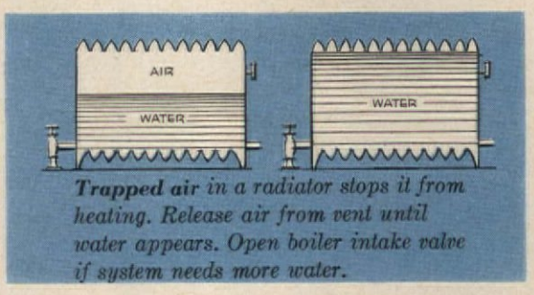
See what's new in window shades, venetian blinds and woven wood shades. Sixteen full color pages show exciting new textured shade fabrics . . . a wide range of new decorator colors . . . new ideas for dressing up all sizes and shapes of windows. Be sure to see this booklet before you choose your window coverings. For your free copy write . . .

BH

BRENEMAN-HARTSHORN INC. Dept. A, 2045 Reading Rd., Cincinnati 2, Ohio

(continued)

If your radiators or convectors are covered with metallic paint, redo with nonmetallic paint, for better radiation.

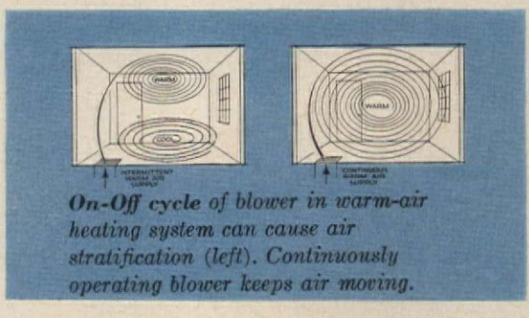


***Trapped air** in a radiator stops it from heating. Release air from vent until water appears. Open boiler intake valve if system needs more water.*

Furnace. Call in your fuel supplier or heating contractor to make a careful inspection of the entire central heating plant. He should make sure that the burner is in good operating condition, the firebox is sound and properly sealed, the vent pipe is free of holes and clean, and the filters are either cleaned or replaced.

Thermostat. Your house may not be well heated simply because the thermostat is located in a cold draft or near a heating outlet. Thermostats should be installed on an inside wall of a room responsive to outdoor temperature changes, such as the living or dining room.

Additional heating. Perhaps the whole trouble with your heating system is that it is undersized or badly laid out. If you suspect this to be the case, call in a heating engineer or contractor. There are innumerable ways to improve or expand a heating system. For instance, if the heating plant is large enough, you can install additional outlets or relocate those you have. You can improve the plant's efficiency by the addition of a blower or pump. Continuous operation of the blower will



***On-Off cycle** of blower in warm-air heating system can cause air stratification (left). Continuously operating blower keeps air moving.*

eliminate air stratification and thus provide more even temperatures at all times in all rooms. If the heating plant is too small, you can install an auxiliary plant for the rooms far removed from the central system—say, electric or gas wall heaters, a gas or oil-fired floor furnace, or radiant panels in the ceiling. Or you can rebuild a fireplace with a prefabricated metal firebox that circulates the heated air within the room and even to adjacent rooms.

Condensation. If the windows steam up regularly, a room over a crawl space feels clammy, water forms on rafters and roof sheathing, the paint on the outside walls of the house blisters—condensation is your problem. Here are some ways to combat it: Remove moisture from your kitchen and laundry with exhaust fans. Cross-ventilate attic and crawl spaces with grilled or louvered ventilators. Prevent water vapor inside the house from penetrating wall cavities by painting the walls with a base coat of latex or aluminum paint. Lay asphalt-impregnated paper or plastic sheeting over the ground in crawl space to keep moisture out of the house.

THE END



magee

A whole new species of color ranging from burning oranges that seethe with excitement... to deep earth-tones that warm any decor. Dare to decorate with a dramatic difference. Be sure to see all the tweed, plain and textured carpets (permanently moth-proofed) in "Tiger Tones"... newest Magee true nature colors loomed to last.

SHOWN: TWISTEX, SPRINGY WOOL TWIST. SEND 25¢ FOR DECORATING GUIDE TO THE MAGEE CARPET COMPANY, DEPT. A-4, BLOOMSBURG, PA. MEMBER OF AMERICAN CARPET INSTITUTE



Pure contemporary beauty in a brass-finished anodized aluminum frame . . . strikingly fashionable in today's cosmopolitan settings. About $60.

DRESS BY HELENA BARBIERI, COURTESY MONTALDO'S

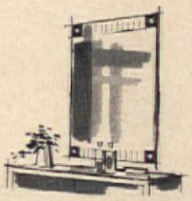
Hi...Good Looking!

High-fashion mirrors of L·O·F Parallel·O·Plate® are the fashion in modern home decoration

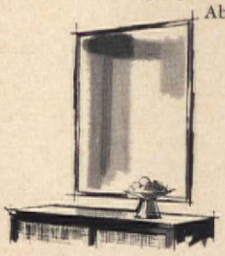
(Read why in the column at right)



A gracious, imported Florentine frame, finished in delicate gold leaf. This classic oval mirror is correct in any room. About $40.



John van Koert designed this dignified Venetian mirror with hand-engraved detail and tortoise-shell cloisonne corners highlighted in brass. About $36.



This slender metal frame is available in four colors . . . white, tea, red or green . . . subtly washed on gold. A John van Koert original. About $56.

☆Reflect a bit...

If you haven't *seen* the new decorative mirrors at your favorite store, you're really missing something. High-fashion frames created by some of America's most talented designers . . . *Parallel-O-Plate* Glass for amazingly true reflection. It's easy to see why mirrors are so *fashionable* right now. Look for the tag shown below as your buying guide to "good looking". For the name of the maker of the mirrors shown here, write

LIBBEY • OWENS • FORD
608 MADISON AVE.
TOLEDO 3, OHIO



PLANT A POTFUL OF SPRING

Here's how to grow hardy garden bulbs for midwinter bloom in your living room

Bright flowers in your own living room are a sure-fire cure for winter blues. And few flowers give you more concentrated brilliance than tulips, hyacinths, and daffodils. So plant some of these gloom-chasers in pots now, store them outdoors or in the cellar until January, then bring them indoors to flower—a full month or more ahead of their normal outdoor-blooming time.

You'll get the best flowers from bulbs that are especially suited to forcing. Your bulb dealer will be able to advise you on kinds to select, or you can find good forcing varieties listed in bulb catalogues and books.

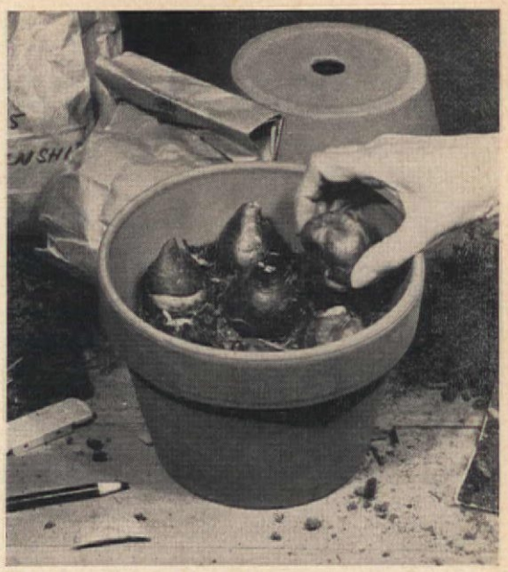
For planting, you'll need some garden soil or packaged potting soil and bulb pans—low red-clay pots that are wider than they are high. Start tulips and daffodils as shown in the pictures at right.

After planting, water the pots well, then keep them in a temperature close to 40° for 10–12 weeks by burying them in a 2′-deep garden trench, coldframe, or a bushel basket of soil.

TULIPS

Choose varieties of "early" and Mendel tulips for January flowers, Darwin and triumph tulips for February bloom. After planting and watering, bury pots outdoors until about mid-January. When shoots are 3″ or 4″ high, bring the pots into a dim, cool room—no warmer than 55°–60°—until the buds grow well above the leaves; then move pots into a warm room and give more light.

(continued)



Put four or five large bulbs in an 8″-wide pot.



Add soil to cover bulb tips; press down firmly.



Cover with empty pots and 6″ soil in frame.



NAN TUCKER

From Our Mailbag

Dear Imperial:

After reading your E-Z-DU ads, we were convinced we could hang wallpaper. We tried it. We hung it! What could be more simple? All we had to do was to cut E-Z-DU to the correct length, wet and put it on the wall. The next step was to stand back and admire the result. The walls are pretty, the job is done and no mess to clean up from floors, hands, clothes and two small children.

Let us hasten to say, we are not the clever type. Home projects simply are not our forte. We fuss and fume and the results show our lack of experience. But now comes E-Z-DU and we could shout for joy. Here, at last, is something two bunglers can't bungle! You state you are against unbelievable superlatives in advertising. How can you avoid using them when describing the unbelievable ease of application of E-Z-DU? However, we shall refrain from saying E-Z-DU* is wonderful and marvelous even though we honestly believe this to be true.

E-Z-DU has put interior decorating within the easy grasp of the "do-it-yourselfer". The product is good, the results are worthwhile and the work involved is minute. What more could the consumer ask?

Since we can't use superlatives, we'll just say, "thank you", for all young home owners. E-Z-DU has brightened our homes without flattening our pocketbooks or backs.

P. S. Our thanks go to Joan and Darrell Jarvis of Elmhurst, Illinois who sent in the above which we would like to share with you. And by the way, a brand new E-Z-DU collection is now on display at your Imperial dealer. Ask for a demonstration.

*Reg. U.S. Pat. Off.

IMPERIAL COLOR CHEMICAL & PAPER CORP.
Glens Falls, New York

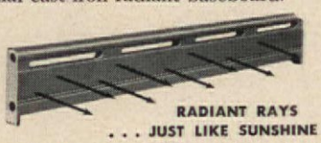


Your first cost is your last cost with BASE-RAY HYDRONIC* heating

BASE-RAY® radiant baseboards are as permanent as the house they heat. Their one-piece *cast-iron* construction will last a lifetime . . . can't dent or come apart, provide perfection in Winter comfort and interior beauty. Walls, windows, and the entire room are flooded with *radiant* heat, like the warmth of the sun. Even in zero weather, floors are within 3° of ceiling temperatures. Slim, modern BASE-RAY looks like the wood baseboard it replaces. Only cast iron gives you all these advantages . . . insist on BASE-RAY, the original cast-iron radiant baseboard!



HOLIDAY GAS BOILER The new HOLIDAY is the most advanced design for clean, carefree automatic gas heating. Fuel-saving vertical flue travel. Lifetime cast-iron construction. Built-in heater for hot faucet water.



RADIANT RAYS . . . JUST LIKE SUNSHINE

*HYDRONICS . . . The science of heating and cooling with water

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FIRST IN THE MANUFACTURE OF BASEBOARD HEATING

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Please send me FREE information on
BASE-RAY ☐ BOILERS — GAS ☐ OIL ☐
FOR NEW HOME ☐ REMODELING ☐
Name _____
Address _____
City _____ State _____

(continued)





HYACINTHS

An easy way to force hyacinths is to set bulbs singly in 4″ pots. Water well, then slip pot into a plastic bag, leaving about 6″ of empty bag at top to give the shoot room to grow. Set pot in a cool, dark basement and keep the soil moist. Remove bag, bring into warmth and light when the bud stalk is 6″ high.

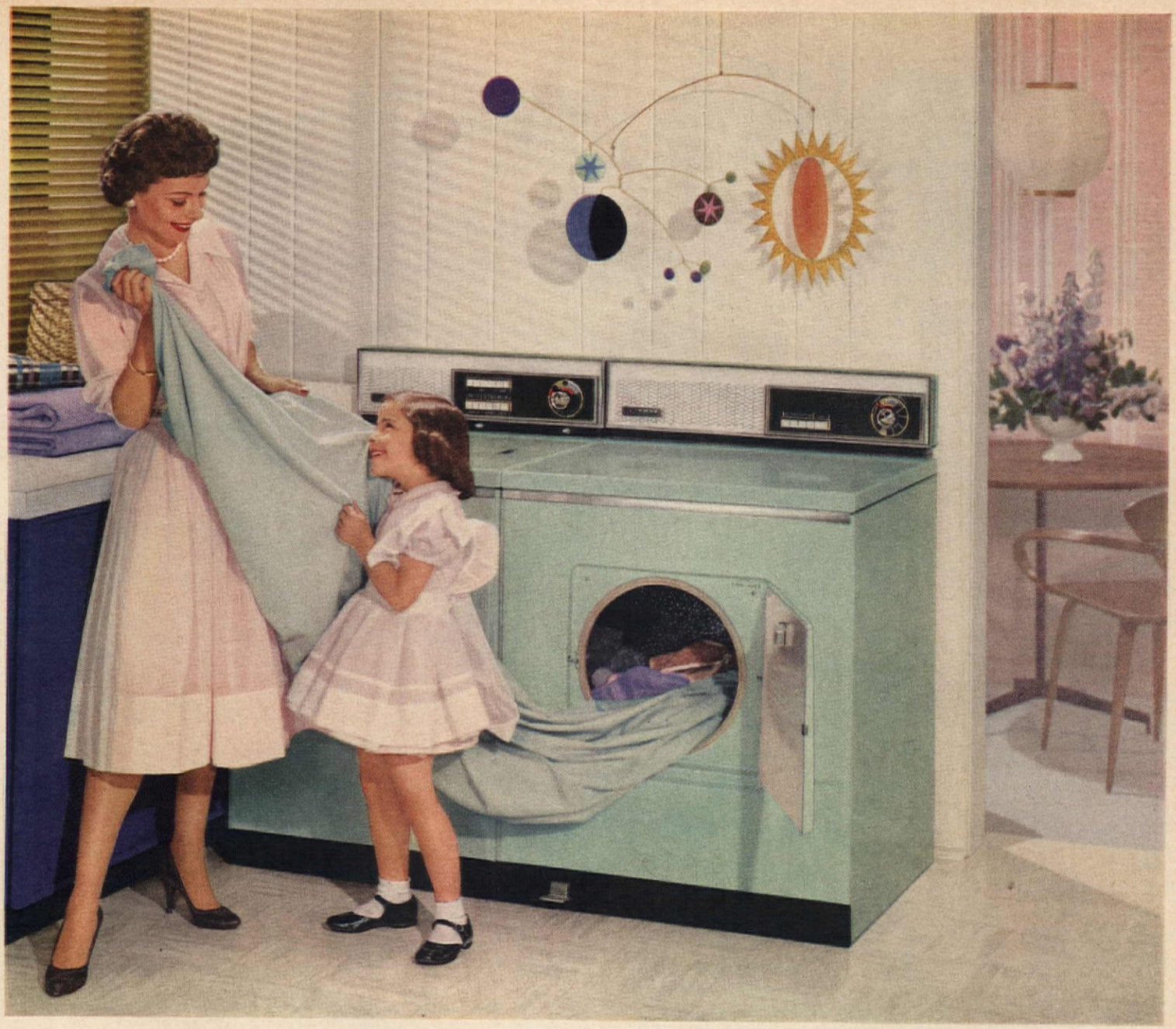
PAPERWHITE NARCISSUS

Easiest of all bulbs to grow indoors are nonhardy Paperwhites. You need no soil for these—just plant them in pebbles, add water up to the base of the bulbs, and set the bowl in a cool, light window. Turn it halfway round each day to keep the shoots straight. The bulbs bloom in about six weeks.



ROCHE



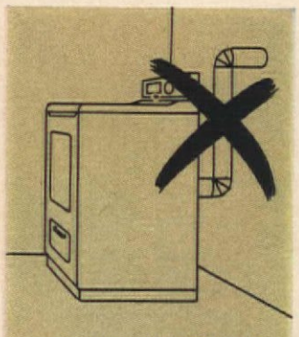


New

Hotpoint

Condenser Dryer

dries clothes "wrinkle-free," and cleaner than any other type of dryer!



...AND NEEDS NO COSTLY OUTSIDE VENTING!

"PERFECT DRYING WEATHER" FOR EVERY WASHABLE!



Controlled Climate Chamber

Every washable dries beautifully in the new Hotpoint Condenser Dryer. Completely electric, this Hotpoint evaporates moisture as the wash is gently tumbled in the Controlled Climate Chamber. Here it's "always fair weather" for everything you dry! No dusty air is drawn in to soil clothes; no damp, lint-filled air is blown out into the laundry. Moisture and lint go down the drain . . . no vent is needed!

"TOUCH COMMAND" DRYING

What's more, the Hotpoint Three-Cycle Control Center gives you Touch Command drying. One touch of your finger and you command the proper drying method for Regular Fabrics, Wash-and-Wears or Special Items. Fabric Minder "measures" moisture, shuts off dryer when clothes are dry. So, wash-and-wears "shed" wrinkles and regular fabrics are easier to iron. See the New Hotpoint Dryers and matching Washers at your Hotpoint Dealer's now.

LOOK FOR THAT HOTPOINT DIFFERENCE!

Hotpoint (A Division of General Electric Co.), Chicago 44



***Raised-hearth fireplace** dominates this room. Its faded rusty reds key the autumn color scheme. The ledge formed by the bricks (no mantel) displays selections from the Weigels' fine collection of pewter. The room colors are blended subtly in the hand-braided rug. Against the bathroom wall is a handsome hutch. A pine box, once a wine cooler, serves as a table beside the country-kitchen rocker. To the right, tin tea or coffee canister stores firewood.*

BEE REYNOLDS

Try Early American in Your Family Room

As their teen-age daughters began to do more and more entertaining, Arthur and Mary Ellen Weigel, of Springfield, Missouri, decided to add on a family room. Instead of just another "rec" room for the kids to knock around in, they decided to endow it with all the warmth and tradition that is Early American. They chose the space next to the library and decided to incorporate the outside brick wall right into their new room. Instead of filling in the windows, they used movable louvered panels on the library side and custom-made rigid louvers on the family-room side. They painted the brick wall and the shutters white. For the new walls, they selected a pecky cypress finished with a warm fruitwood stain. Gleaming oak floor and seasoned brick of the fireplace complete the effect. A five-foot strip down one side was divided into a full bath, large closet, and a bar, making this room very livable, not only for the family but for overnight guests.

Shopping Information, page 100

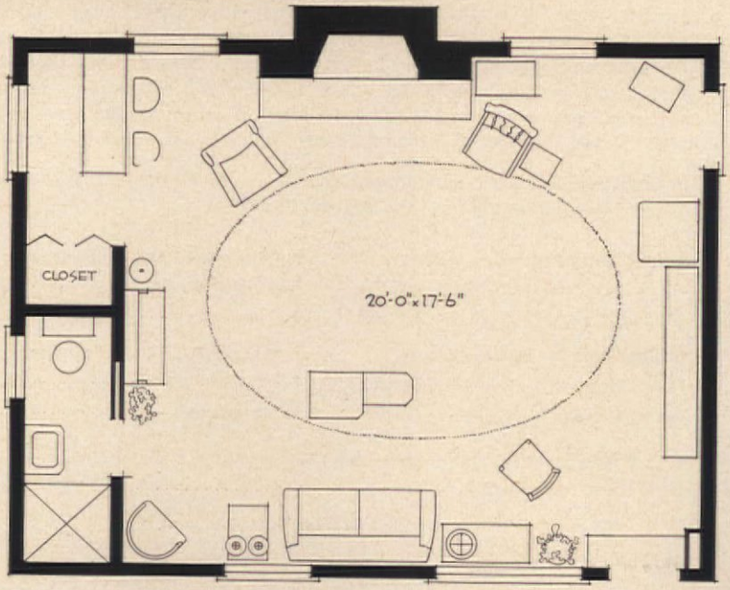


The warmth of an open hearth, mellow tones of wood, soft colors of a braided rug, and treasures from another time bring easy comfort and friendliness to this family room

BOB HAWKS



Gold couch opens into double bed *when room is used as a guest room. It is flanked on one side by a handsome pine double-bin flour chest, now used for magazine storage. On top is a lamp Mary Ellen created out of a wicker-covered bottle from Mexico. Scandinavian cooky mold and Pennsylvania Dutch ballot box decorate the wall.*





The bar, where soda pop is served *to Anne's and Jane's friends, conceals shelves and hi-fi set. Brass rail is a curtain rod reinforced with a broomstick. Bands on curtains pick up print used to upholster wing chair.*



Penney's Frostex Drapes Are Made To Live With Sunlight!

PENNEY'S GUARANTEES THEM AGAINST FADING TILL OCTOBER 1961, ...THEY'RE RAYON WITH DUPONT'S ACELE* COLOR-SEALED ACETATE!

Floor lengths! Sill lengths! Single widths! Multiple widths! Penney's has the perfect size for your windows in glamorous frosty-textured bouclé drapes. For practically pin-money, and in just the time it takes to hang them up, they create dramatic decorator effects . . . give you soft-draping beauty, soft tone colors at every window. Penney's Frostex drapes are deeply pinch-plated, generously hemmed, sewn with almost invisible stitching.

In Seaspray, Rosebud, Sandalwood, Oyster, White, all backed by Penney's 2-year color guarantee from the day you buy them.

SINGLE WIDTH 50 inches wide
Floor length, pair 5.95
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WIDTH-AND-A-HALF 76 inches wide
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TRIPLE WIDTH 150 inches wide
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Unusual sizes will be ordered and ready for you in a matter of days.
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MAKE THIS
KING-SIZED CHECKERBOARD
THAT'S REALLY A BRAIDED RUG



F. M. DEMAREST

DOROTHY LAMBERT BRIGHTBILL

Sit on this rug, play on it, or just plain admire it. But above all, make it! This braided checkerboard rug is great fun for everyone, especially for the teen-age crowd. Actually it's a rug with a dual purpose—a real ice-breaker and conversation piece. If your daughter is entertaining her best beau and is suddenly at a loss for words, she can just whip out the braided checkers and start a game. It's a perfect gift for mom to make for birthdays or Christmas. Here, too, is a good way for you to use all the odd pieces of wool you've been saving. The rug, designed by Claire Le Bosquet, is 42 by 54 inches. Complete directions for making it follow.

MATERIALS. A braided rug requires about 10 oz. of wool fabric per square foot. For this one, you will need approximately 5 lbs. of cut black strips, 5 lbs. of cut red strips, and 2 lbs. of cut yellow strips. You can use old woolen clothing but reserve only those sections that are firm and strong. Use carpet and button thread for sewing braids together with a curved upholstery needle (we find this easiest to handle), or use thin fish line with a lacing needle. If necessary to change the color of the fabric be sure to use fast dye. To save time we recommend braid-makers, cone-shaped devices for turning in the edges of the braid strips quickly and automatically. These are obtainable at most notion counters.

PREPARATION. If you use old clothing, blankets, etc., tear apart and discard all worn sections. Wash in lukewarm water and mild suds. Rinse thoroughly. If fabric is



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For Clogged Sewers And Stopped Up Drains . . .
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SEWER SERVICE
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Some Franchises Open... Write Roto-Rooter Corp. Des Moines 14, Iowa

(continued)

to be dyed, use any good commercial dye at this point and follow manufacturer's directions carefully. You will need red, black, and yellow. When fabric is nearly dry, press with warm iron.

Cut into strips 2¼ in. wide, none longer than 2 yds. for easy handling. If you use braid-makers for turning in strips, cut fabric as recommended in instructions accompanying them. If you fold strips by hand, fold as shown in diagram #1. Press flat. Roll all strips into balls and hold in a flat basket or box for convenience.

When necessary to add a new length while braiding be sure that the 3 strips are of *unequal* lengths. This will prevent all the seams from being in the same spot, causing a lump. Open the strip, cut the end on the bias, and join the new strip on the bias as shown in diagram #2. Refold and press. If you use braid-makers, follow same procedure but omit folding.

To braid by hand, pin 3 folded and pressed strips together as shown in diagram #3. Another method for starting braids by hand, which we highly recommend, is shown in diagram #4. This makes a neat finished braid right at the start with no raw edges to turn in.

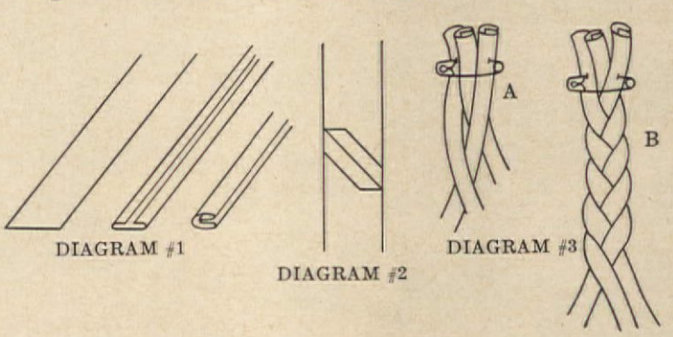


DIAGRAM #1 DIAGRAM #2 DIAGRAM #3

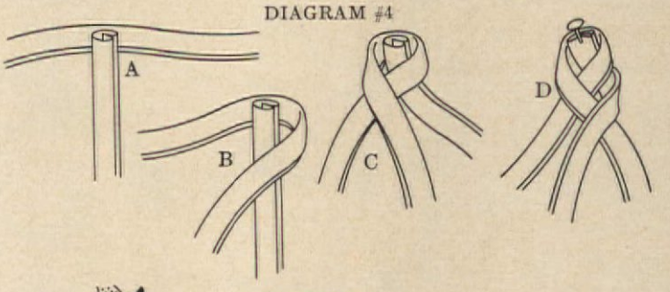


DIAGRAM #4

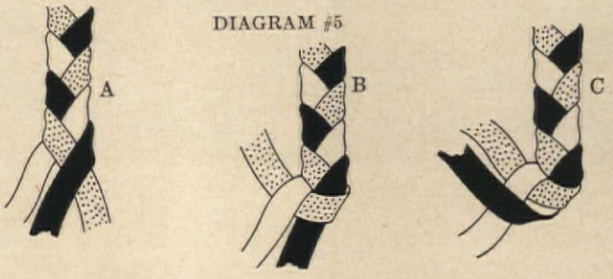


DIAGRAM #5

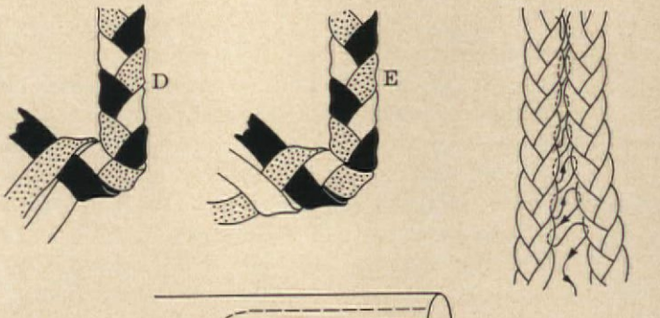


DIAGRAM #6

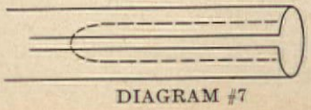


DIAGRAM #7

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SQUARES. Sew 3 red strands as shown in diagram #3 or start as shown in #4. Braid 5 loops, then make a square turn as shown in diagram #5. The strips have been shaded in this diagram so you can follow the direction of the strands. When you have turned corner, pull strands tightly so that there will not be an opening in the braid. Follow this procedure at each corner.

Braid 4 loops, make square turn.
Braid 7 loops, make square turn.
Braid 5 loops, make square turn.
Braid 8 loops, make square turn.
Braid 7 loops, make square turn.
Braid 10 loops, make square turn.
Braid 8 loops, make square turn.
Braid 11 loops, make square turn.
Braid 10 loops, make square turn.
Braid 13 loops, make square turn.
Braid 10 loops.

Sew strands neatly to end, concealing raw edges. Sew into "squares" with button thread or lace with fish line as in diagram #6. Your squares will measure about 4½ by 6 in. Make 32 red and 32 black squares. Sew or lace together alternately to form checkerboard.

BORDER. For first row, braid 3 strands of yellow, square the corners as you did for "squares." It will be necessary to check length of braid to each corner as you go along. Sew in place. For second row, braid 2 strands of yellow, 1 strand of black. When you are 3 loops from corner, cut off black and replace with yellow. Make corner braids 3 loops, then cut off yellow and replace with black, as the strands were originally. This starts to form the yellow triangle corners. Sew in place. Third row: Braid 2 strands of black and 1 strand of red. (Note: measure along finished border as you go so that you will be able to sew or lace the third row by placing the 2 blacks over the black in the previous row.) Cut off red and black strands 5 loops from the corner and add 3 strands of yellow, make corner braid 5 loops of yellow. Cut off yellow strands and replace with 2 strands of black and 1 strand of red in exact positions as beginning of third row. Repeat for each corner. Sew in place. Fourth row: 3 strands of black. Sew in place.

CHECKERS. Make 12 lengths of yellow braid and 12 lengths of red braid, each 15 in. long. Taper last 3 in. of ends as shown in diagram #7. Cut away fabric inside of dotted lines, then sew the edges together. Sew braids in small circles, tapered ends outside.

THE END



Furniture by Arch Gordon Co.

You get this beauty only in a genuine oak floor

You'll love living with the smart, patterned style of a Bruce Block Floor. Here is beauty that's real... natural wood grain and coloring which stand out from all imitators.



Easy to lay—Bruce Blocks may be installed with an adhesive over any smooth surface or nailed to a wood subfloor or old floor.

You get more than just beauty in Bruce Block Floors. An exclusive finish, developed and patented by E. L. Bruce Co., is applied at the factory. This finish defies wear. It preserves the beauty of your Bruce Floors for a lifetime, makes it a lot easier to keep house.

If you're remodeling you'll give special thanks for this prefinished feature because it saves the time and mess of sanding and finishing floors after they're laid.

Both Bruce Laminated Blocks (specially designed for use over concrete) and Bruce Unit-Wood Blocks are easily installed. They're laid just like tile in an adhesive, or nailed to a wood subfloor. Ask your architect, contractor or lumber dealer about Bruce Block Floors. You'll be surprised at how little they cost. Write for color literature.

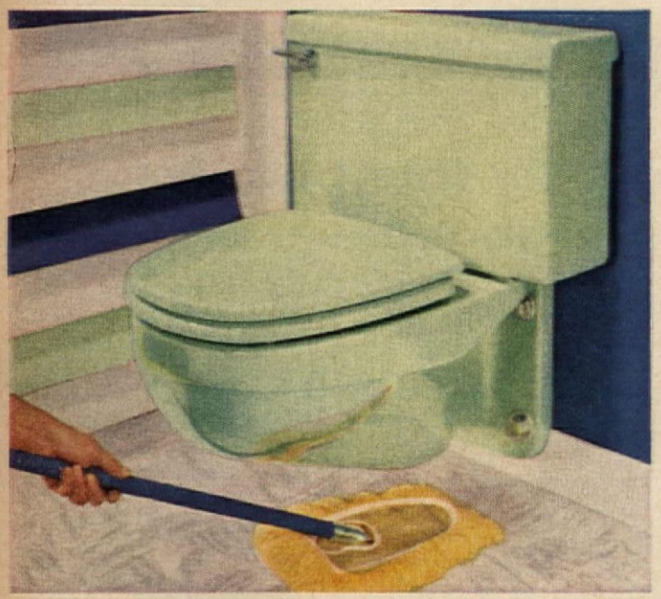
Bruce
BLOCK FLOORS

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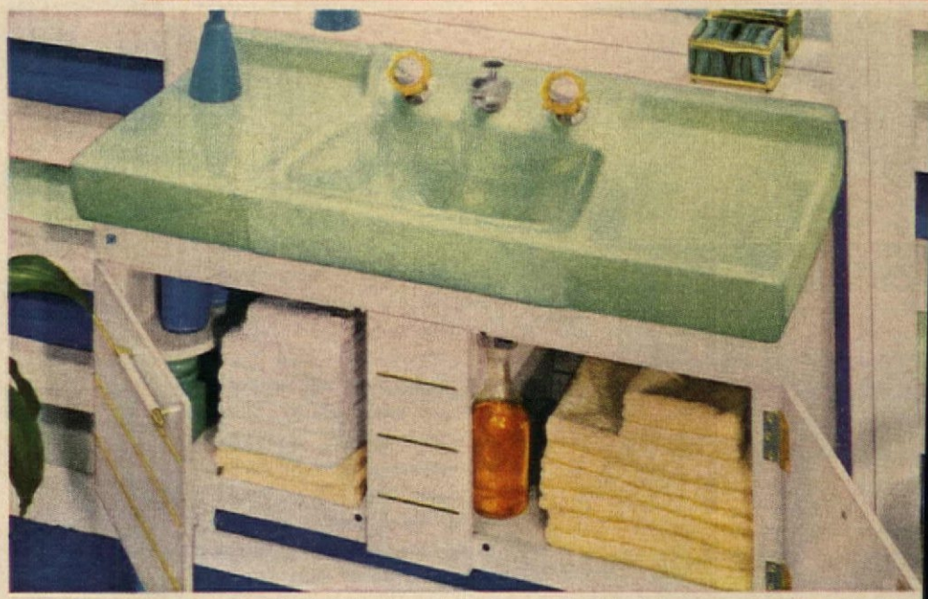
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Remember. . . with American-Standard fixtures you get extra quality at no extra cost

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PLUMBING AND HEATING DIVISION

College Costs (continued from page 25)

"More than 90,000 students have used the plan during the last five years," says Robert J. Keir, executive vice president of the Tuition Plan.

On Tuition Plan's four-year plan, $4000 of schooling would be paid in 40 consecutive installments of $106 each. Tuition Plan pays the school, and the borrower repays the Plan on a 6-per-cent-interest contract. One-, two- and three-year loan plans also are available at 4, 5 and 6 per cent interest.

Organizations such as the Rotarians, Masons, and others sometimes have loan programs. High-school counselors should be familiar with such local plans.

Guarantee funds are a comparatively new type of service which has come into being to promote college loans for students of particular states. Three such organizations are the Massachusetts Higher Education Assistance Corp., 1137 Statler Building, Boston 16, Mass.; The New York Higher Education Assistance Corp., State Education Building, 31 Washington Ave., Albany, N.Y.; and the New England Higher Education Assistance Foundation, 184 State St., Augusta, Me.

The Massachusetts organization is representative of these plans. It guarantees up to 80 per cent of a loan made to a Massachusetts student by a private lender. The amount is ordinarily limited to $500 in any one academic year, with a maximum of $1500.

When the student receives the loan, he signs a note agreeing to start repayment six months after graduation. The loan is repaid in 36 equal monthly installments.

This fall will be the first full school year that the National Defense Education Act is in effect. Among other things, it provides for low-interest loans to college students, repayable over a 10-year period beginning a year after graduation. A student may borrow up to $1000 per year through the college for a total of $5000. Should a student teach after graduation, half this loan will be canceled after five years of teaching.

Why College?

Today it is becoming almost a necessity to obtain a college education, if a boy wants to rise above the factory-hand level. In 1930 only 12.2 per cent of the high-school graduates in the 18–21 age bracket went to college. Now over a third of the boys and girls of 18–21 go to college.

College is no guaranty of success, but the boy or girl with a degree will have many opportunities to advance.

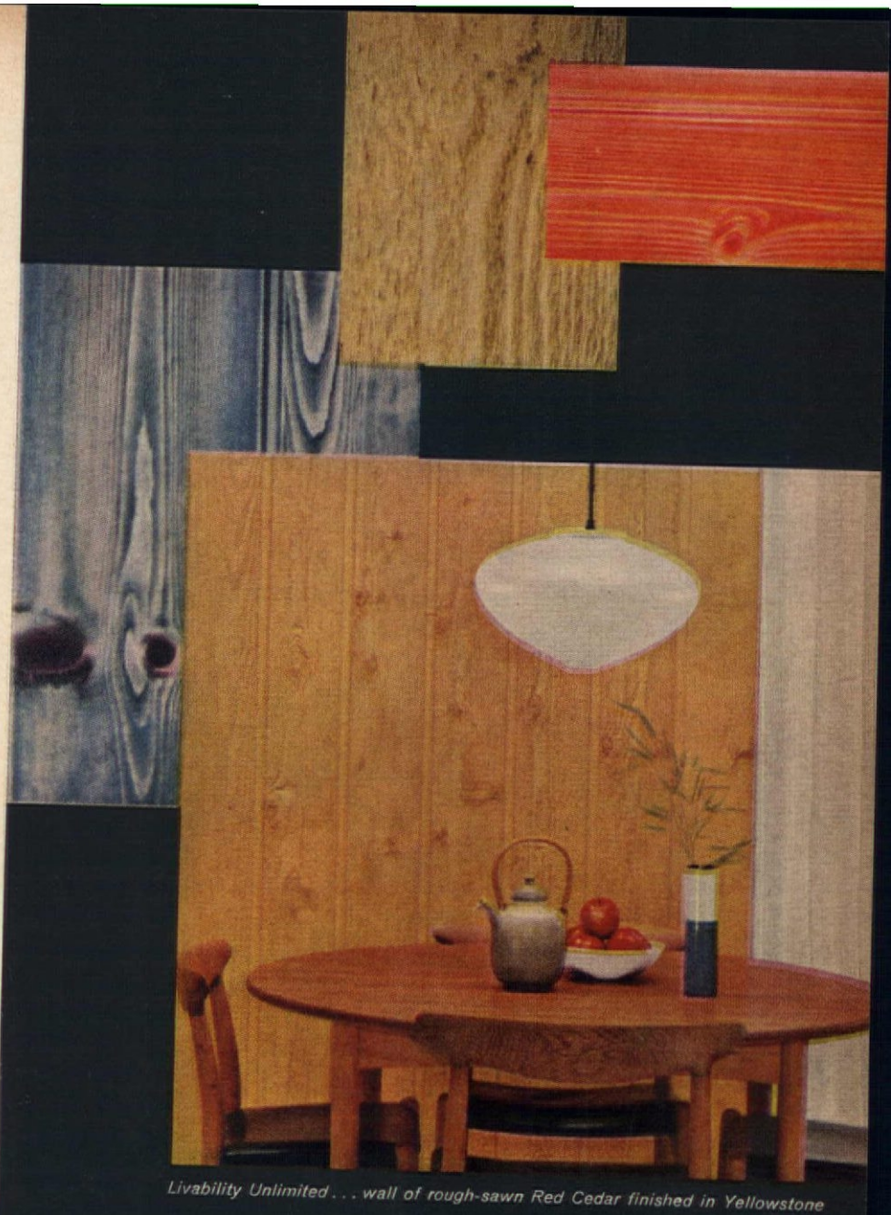
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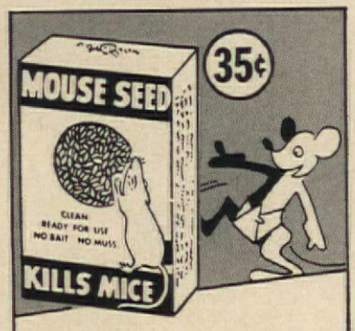
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- Exclusively fashioned by skilled Wool "O" craftsmen.
- Will always lie flat.
- Radiantly colorful, long wearing, completely reversible.
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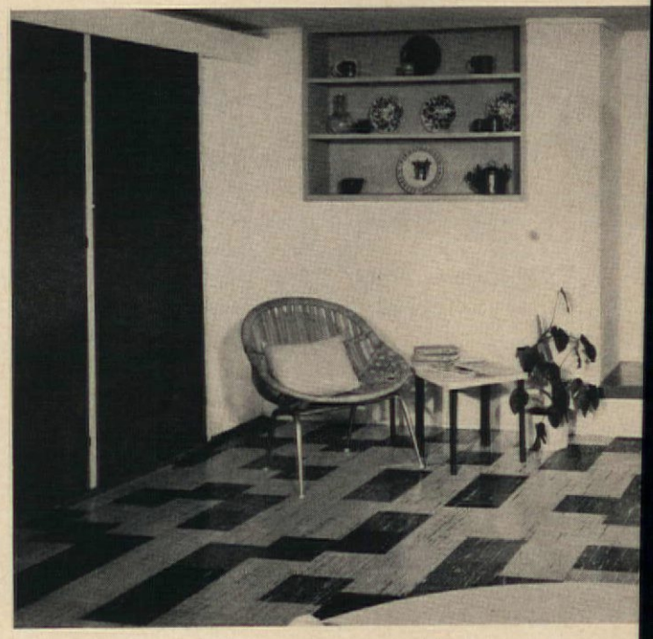
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THE ONLY RUG OF ITS KIND *Since 1922*



After. The finished recreation room is bright and gay with plenty of space for all kinds of children's



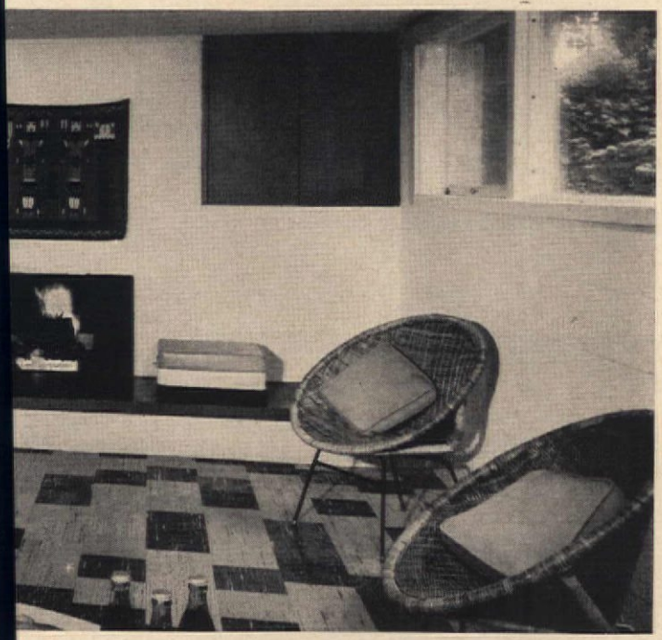
From basement to fun room!

Remodeling your basement is the easiest and cheapes way to get more living space into your house. One o more walls, the floor, and the ceiling framing are alread in place. All you have to do is cover them—and there i no intricate framing construction to do. This basemen in the home of the Jackson Hands, of Westport, Con necticut, is an excellent example of how inexpensive easy-to-apply materials can change a rough basemen into a handsome living area. The materials used wer portland cement paint, vinyl-asbestos tile, striated f plywood, acoustical tile, 4x8x16-inch concrete block and furring strips.

FRED ROLA



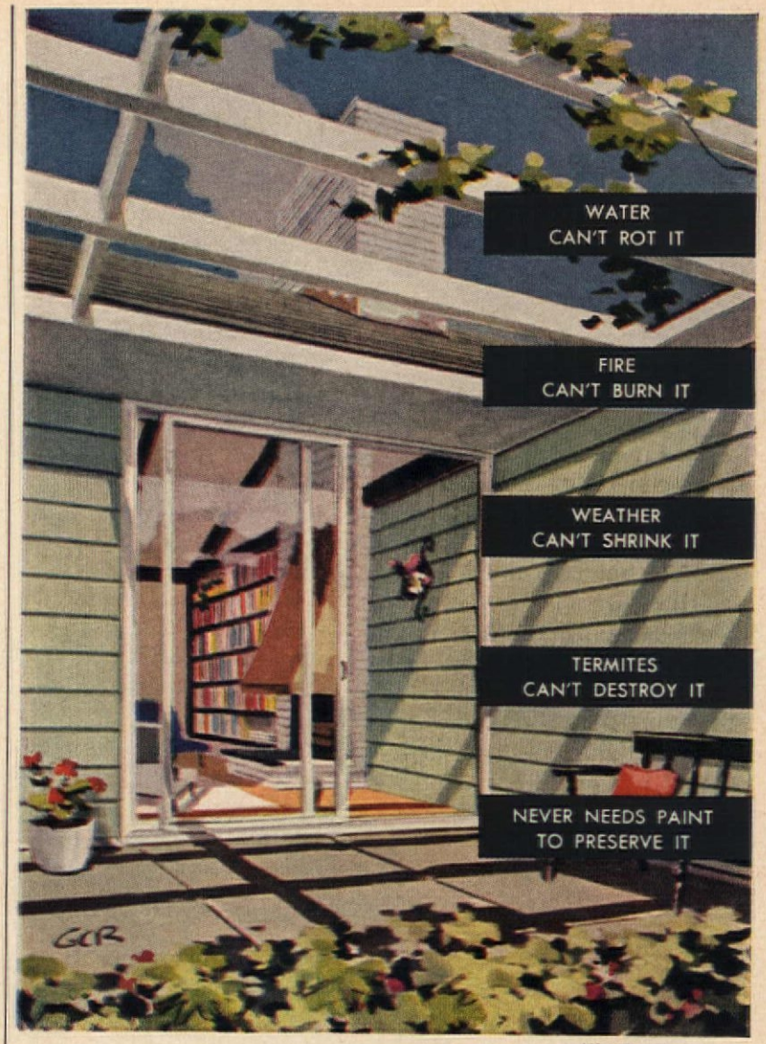
and teen-agers' parties. Apart from the main living area of the house, the children won't disturb the family.





***Before.** Fireplace wall of unfinished basement shows poured concrete floor and block walls in original state. To provide space around the furnace, a new block wall was brought forward 20 inches. Packaged, premixed concrete was used to cement blocks.*

Turn the page for help on remodeling your own basement.



Mist Green

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Ruberoid all-mineral Clapboard Sidewalls never peel or shrink . . . once up, they stay up . . . eliminate painting and other costly sidewall maintenance—forever!

The secret: The Duroc® finish. Ruberoid's armor-like surfacing that resists weather and wear, locks color beauty in, dirt and grime out. Gives you a sidewall that washes clean with a garden hose. Never needs painting to preserve it (but can always be painted if desired). Ruberoid's special Autoclaving process does away with shrinking and warping. Carefree Ruberoid Clapboard Siding is also surprisingly low in cost . . . you can bid "goodbye" to expensive maintenance for a housetime. Ask your Ruberoid dealer today. Find his name in the classified telephone directory under "Roofing".

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(continued)

What you should know about BASEMENT REMODELING

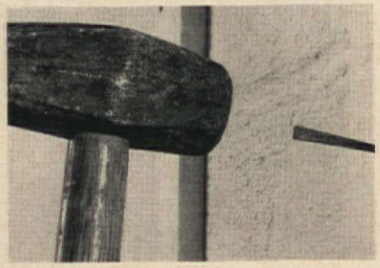
Turning a basement into a comfortable living area (call it a family room, recreation room, playroom, or whatever) is not just a question of waving a wand and seeing everything come to life the way you want it. A basement presents a number of peculiar problems. Your rewards will be greatest if you make sure this below-ground living area is waterproof, well lighted, and finished with materials that can be simply installed and easily maintained.

Waterproofing. Countless basements are damp—at least to some degree. If there is the slightest sign of moisture on the walls or floor in your basement, your first job is to seal it off completely.

You can stop simple drips by cutting out the cracks and filling with portland cement mortar. Gushers usually can be stopped the same way, but with hydraulic cement. If a wall looks dewy from time to time, you can seal it by brushing on a couple of coats of waterproofing paint.

For really severe leakage, your only positive cure is waterproofing from outside. This is not easy and can be expensive. The soil against the foundation walls must be excavated and the walls covered with two layers of cement plaster followed by two continuous coats of bituminous compound. And for complete protection, a row of drain tile should be laid alongside the footings and should lead away to a dry well.

If there is seepage around the edges of the floor, gouge out the crack between the floor and the foundation wall and fill it with hot bituminous compound. If an isolated crack in the middle of the floor is oozing, it can usually be stopped with fast-setting cement putty. But if the entire floor leaks like a sieve, you will probably have to have it covered with a wall-to-wall bituminous coating on top of which is poured a new concrete slab.

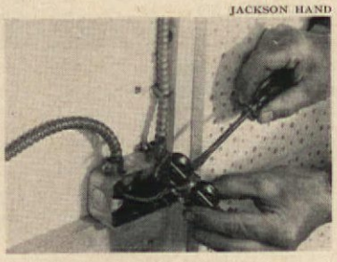


Furring strips are secured to masonry wall with hardened nails.



Fasten acoustical tile to furring strips on walls with lath nails, then countersink.

JACKSON HAND

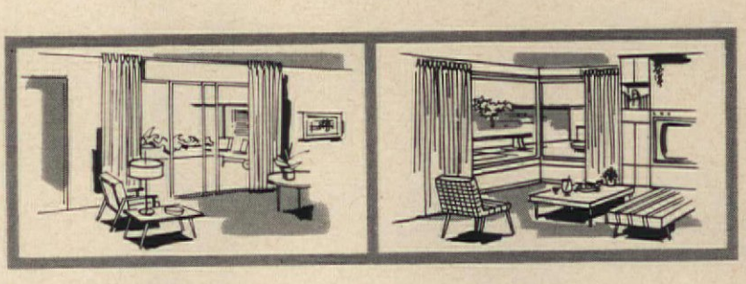


Plan wiring ahead. Where BX cable must cross strip, apply furring in two pieces. Cut tile to fit around box.

Dehumidifying. Humidity can make even a watertight basement uncomfortably damp in summer. Laundry equipment should be enclosed and a ventilating fan installed in the enclosure. As a rule, dryers should have a ventilating flue to the outside.

(continued)

TO MAKE THE MOST of any window start with Kirsch



Both incomparable KIRSCH SUPERFINE traverse and beautiful new EMPIRE can be mounted to the ceiling if desired, for full-height effects.

For corner windows you have a choice of styles. One of the best: a one-way-draw drapery on each side, drawing to the corner.

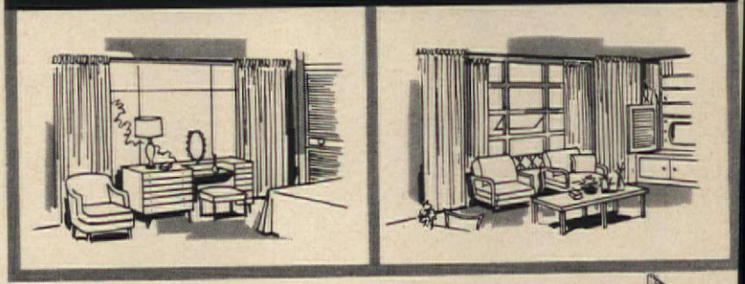
Let your home sing with bright new beauty. Start at the windows—as the experts do—and get the help you need from KIRSCH. With smart, adaptable KIRSCH window styling ideas . . . brought to life with fine KIRSCH drapery hardware . . . you can give any room a new look of beautiful originality, to suit your own taste.

Make no mistake, drapery hardware is NOT "all alike", and you pay no more to enjoy the *extra* beauty, dependability and performance built in by the leader in the business. Only the KIRSCH line is so *complete*, with a rod, track or accessory for every window decorating need. Ask for KIRSCH, *by name*, every time!

Guaranteed by Good Housekeeping

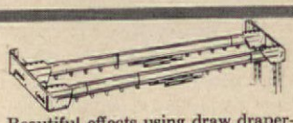
Kirsch makes it easy to give your windows a bonus of beauty!







To make windows look wider without marring the walls: use KIRSCH EXTEND-O type. Mounted to the casing; extends beyond on each side.



Beautiful effects using draw draperies over inner draw curtains are smart. Easy, too, with a KIRSCH *double* traverse set; one pair of brackets holds both of the rods.

OVER ONE-HALF CENTURY



Acoustical tile is stapled to furring strips which are nailed to the bottom of the basement ceiling joists. Furring strips are spaced 12" on center so that edges of the tile meet in center of strip.

To carry off the moisture in the basement room proper, you may find that simply opening the windows is enough. If not, you can install an exhaust fan in one of the windows or walls.

A chemical or electrical dehumidifier is an alternate remedy. These useful little appliances soak up water vapor like a sponge, and are especially recommended in extremely humid basements.

An air conditioner, whether it be a window unit or central system, is also an excellent dehumidifier. And of course, it helps to assure cool, even temperatures and ventilation in the basement room throughout the summer. Many will also provide auxiliary heat.

Heating. If the new basement room needs heat, consult a heating contractor. He can tell you the most economical way to extend or adapt your present system to accommodate the new room. In some cases, individual electric heaters may be the most practical.

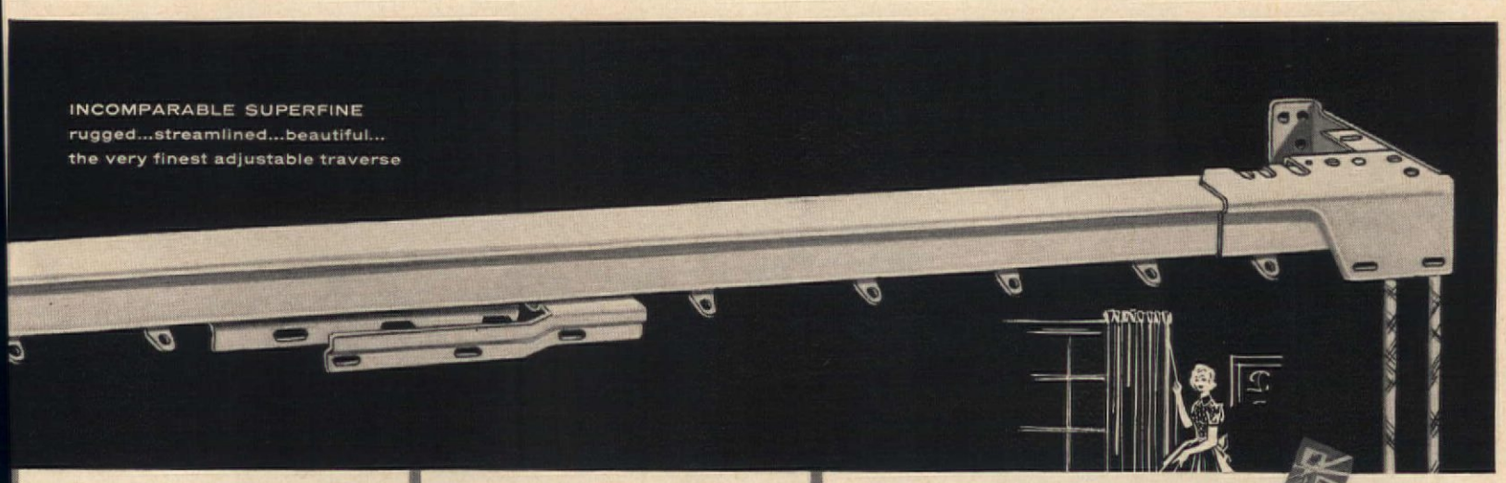
Ventilation. Fresh air is needed in storage areas to prevent mildew. This is easily provided by raising the doors an inch above the floor and by boring holes in the closet wall near the ceiling. A light in the closet will help to keep it dry, too. The furnace room must also have ventilation for proper combustion of fuel. Large louvered openings in the top and bottom of the door or wall are usually adequate. It is best to check with a heating contractor.

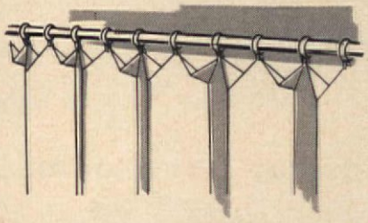
Walls. If the foundation walls are concrete blocks or smooth poured concrete, you may simply paint them. But for any other type of finish, you should fur out the foundation walls.

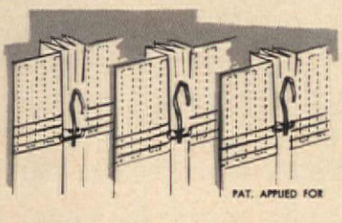
You don't need 2x4's for this. Nor do you any longer have to anchor the framing with lead anchors laboriously sunk into the concrete. Instead use 1x3-inch furring strips fastened to the walls with anchor nails that have large, flat perforated heads. Mark where the furring strips are to be placed on the wall. Then cement the heads of the nails, along these lines, with special waterproof adhesive. The furring strips are then laid over the points of the nails and pounded tight to the wall. Furring strips can also be attached with specially hardened nails made for use on concrete and other masonry.

Floors. Clay tile, flagstone, asphalt tile, and certain types of vinyl and rubber tile can be cemented directly to a level, dustless basement floor. You can also paint the floor with chlorinated rubber or polyurethane paints.

To stop a concrete slab from dusting, you should swab it with a solution of zinc and magnesium fluosilicate. Bumps and rough spots can be removed with a cold chisel; holes filled with mix of 1 part cement, 3 parts sand. Low spots can be leveled with a mastic underlayment that is troweled smooth. From here (continued)







window decorating is FUN with ideas from **KIRSCH**

Send coupon today for the big full-color book, "WINDOW DECORATING MADE EASY". You'll enjoy 32 pages of smart, adaptable window styling ideas, instructions, hints of the experts, and a fabulous Color Kit. Only 50c. Or ask for "HOW TO MAKE CURTAINS AND DRAPERIES", including drapery hardware buying guide. FREE!



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on, follow the flooring manufacturer's directions for application of his tile on a below-grade concrete floor.

Ceiling. An acoustical-tile ceiling will reduce noise that is created in a basement with concrete walls and floor. Before applying the ceiling, you must cope with a common problem. How do you conceal the pipes and ducts which are hung below the joists? There are three possible solutions: (1) If there are not too many low-hanging pipes and ducts and they all run parallel with the side or end walls, you can simply box them in. (2) If most of the pipes or ducts are low-hung and they branch out in all directions, the room will look much better if you drop the entire ceiling below them. Just make sure that there is still plenty of headroom. (3) The easiest solution—though not the most attractive—is to apply the ceiling to the bottom of the joists and paint the pipes and ducts to match. One effective trick, if headroom is adequate, is to paint the ceiling, pipes, and ducts a dark color and hang the light fixtures below them.

Windows. Most basement windows are tiny and spaced far apart. They do little to make the basement a cheery place. If you can stand the expense, the best way of handling such windows is to combine two or three of them into one long strip window.

An easier and less expensive way to admit more daylight and make the window openings more attractive is to enlarge the areaways outside each window by building new area walls of brick, stone, or concrete block.

Entrances. Ideally, every basement room should have two entrances—one from the upstairs, the other from the yard. In most houses, the problem with the stairs that lead down from the first floor is that they're ugly. Naturally, you can rebuild them. But unless you have an unusual decorative scheme in mind, this isn't worth the expense. Stairs from the main floor can be improved by closing them in with the same material that's used on the basement walls; screening them with louvers, latticework, or decorative plastic; surrounding them with bookcases or built-ins.

Providing an exit from the basement to the yard is a major undertaking—especially if the basement is below ground level on all sides. But there's no denying that an outside door is needed. It provides safety (in case of fire); makes the movement of people and furniture in and out of the basement much easier.

Building an outside entrance requires knocking out a section of the foundation wall and closing in the walls of the stairwell with concrete block. The stairs can be very simple—treads set in wood or metal stringers. The top of the well should be closed with a metal hatchway.

Safety on the stairs. While you're thinking about stairs, think also about making them safe to use:

Swing the door at the top of the inside stairs away from the stairs. *Provide a light* on both the inside and outside stairway. The inside stairway light should be controlled from both the top and bottom of the stairs.

Provide a handrail on the inside stairway.

As an added safety measure, paint a white strip along the outside edge of each step and paint the entire tread of the bottom step white. THE END



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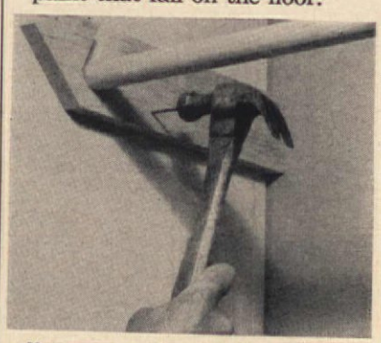
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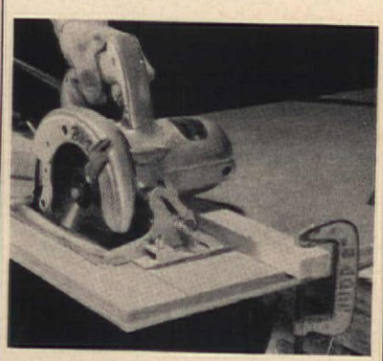
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Shopping Information

PICTURE BOOK OF DECORATING

Page 27: Maple table & chairs—Sprague & Carleton. Topaz "Bouffant Rose" fabric—Kandell Inc. Trimming—Consolidated. "Gold Topaz" flooring—Kentile Inc. Kitchen cabinet—Geneva. "Fjord" Kalla Craft China—Knowles. "Provincial" glassware—Imperial. Paul Revere stainless—Oneida Ltd. **Page 30:** (right) "Cambodia" & "Malaya" fabrics—Riverdale. "Pioneer" rug—Waite Carpet Co. **Pages 32, 33:** "Cambodia" draperies & "Malaya" fabrics—Riverdale. Fire red "Nassau" Carpet—Cabin Crafts, Inc. **Page 34:** Bathroom cabinets—Paul McCobb for Mutschler Bros. Co. "Roulette" patterned tiles—Pomona Tile Mfg. Co. Mirror—Pittsburgh Plate Glass Co. **Page 35:** Cedar chest—Lane Co. Chair—Globe Furniture Co. Chair—Century Furniture Co.

THERE'S NEWS IN KNIVES

Pages 44, 45: (left to right) Frozen food cutter, Swedish cook's knife—Flint. Chef knife—Carvel Hall. Slicer—Case. Bread & cake knife—Flint. Cake & pizza cutter—Case. Carving-slicer knife—Robeson. Carver—Carvel Hall. Tomato knife—Flint.

TAKE A CAN OF DEVILED HAM/JAR OF PICKLES

Pages 48, 49: Plate & condiment set, gravy container, skillet, tile, salt & pepper shaker, serving spoon, yellow casserole—Seabon Gifts.

HARVEST PIES

Page 63: Cup & saucer: Abercrombie & Fitch.

DO IT FASTER WITH YOUR VACUUM

Pages 72, 74: Canister vacuum cleaner, drapery nozzle—General Electric. Upright vacuum cleaner—Hoover. Dusting brush & crevice tool—Singer. Sofa—Simmons.

TRY EARLY AMERICAN IN YOUR FAMILY ROOM

Page 87: "Springerle" molds—Paul McCobb.

INFORMATION

Pages 32, 33: Jean Beecher, Riverdale Fabrics. **Page 39:** Columbus Dispatch Photo. **Pages 96-98:** Stan Schuler.

NEXT MONTH

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Save your expensive shrubs from sudden icy winds. Read how you can protect them from freak winter weather.

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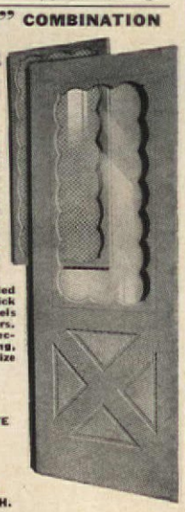
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FLOWERS IN THE WINDOW will give you a happy June-in-January feeling all winter long. Café styled with self-ruffles, they come in 25, 30, and 36-inch lengths. Choose red or blue flowers with green; or gold or coral with green and brown. Sturdy drip-dry cotton is preshrunk and color fast. A pair (two panels) is 70" wide, $4. Country Curtains, Dept. AHF, Stockbridge, Mass.





BIG GAME for checker fans of all ages, "Texas" checkers need a giant board, naturally! Bridge-table size plastic "board," 30x30", is at home on the floor, in front of the fireplace. Eye-saving, unbreakable plastic checkers are 3" wide, so it's impossible to miss a good play or a chance to jump the king! $2.98. Mother Hubbard, Dept. A-98, 10 Melcher St., Boston 10, Mass.



THE OLD GUARD emblems make a handsome right and left flank by a fireplace! *Regimental Plaques* boast solid brass colonial insignia. Mounted on ovals of antique-finished pine, 7x5½", they're polished and lacquered. Choose Cannonball and Flame (right) or Wreathed Eagle (left). $3.20 ea.; any two, $5.95. Sturbridge Yankee Workshop, 1 Brimfield Tpk., Sturbridge, Mass.

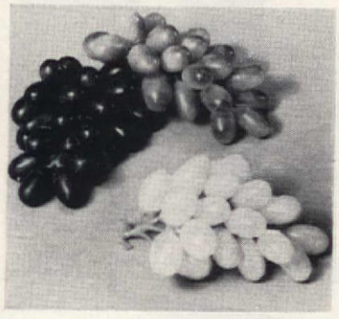


Welcome to the Market Place! Merchandise, if not personalized, may be returned within seven days for a full refund. Most of the firms mentioned in the Market Place prefer not to handle C.O.D.'s. Unless otherwise stated, postage is included in price.

Helen De Motte

MARKET PLACE

BORN TO THE PURPLE, these king-size hothouse grapes look so plump and juicy you could almost make jelly with them. They're reproduced to true size and color, in a nonfading vinyl that's soft and squeezable. Unlike the real thing, *these* stay fresh for years! Also in red or green. Bunches of 24 are each $1.98. Three bunches, $4.98. Hobi, Dept. AH 7, Flushing 52, N.Y.



IT'S A PRETTY SOFT JOB these cushions do! Foam-rubber pads are covered in a cheery provincial print, with old gold or colonial brown predominating. Seat pad to soften a captain's chair is 18x15". $3.98. Smaller pad, 14x14", is $2.98. If your ladder-back or Boston rocker gives you a pain, get a 21x13" back pad. $3.98. Add 25c. Foster House, 6523-AH N. Galena, Peoria, Ill.





HERE'S THE CHURCH, here's the steeple; open each box, to find all the figures for a crèche! In the 13-inch tower of this charming *Advent Church* are 24 little presents, one for each day from December 1. By Christmas Eve, a delighted child will have assembled the whole Nativity scene in miniature. $1.50 from Spencer Gifts, 359 Spencer Building, Atlantic City, N.J.



FEELING HAMPERED by no hamper space in the bathroom? Show off this pine beauty in any room—vented by louvers on three sides, its artful brass knobs hint at doors! Also good for knitting or sewing storage, it's 26x23x13". Beautifully satin-finished in honey-tone or maple, $26.50 express collect. Kit, unfinished, $17.95, ppd. Yield House, Dept. A-9, N. Conway, N.H.



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TWO-LINE MAILBOX MARKER
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DELUXE TWO-LINE MAILBOX MARKER. Style EOM . . . $6.45 postpaid



NAME & NUMBER LAWN MARKER
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ANY WORDING YOU WANT

Your name, number (or any wording you want) gleams on both sides of your DAY-n-NIGHT Marker, in permanent raised letters that shine bright at night! Rust-proof aluminum; plates have baked enamel finish with black background, white reflecting letters. Up to 17 letters and numbers on nameplates, 6 on number plates; same wording on both sides.

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309 Spear Bldg., Colorado Springs, Colo. PLEASE PRINT CLEARLY WE SHIP WITHIN 48 HOURS

ANY WORDING YOU WANT ON ANY STYLE MARKER	STYLE	WORDING—Any wording you want, up to 17 letters and numbers on large plate, 6 on small. Show punctuation but don't count it.	PRICE

SHIP TO:

ADDRESS

CITY ROUTE OR ZONE STATE

TOTAL

☐ Remittance enclosed; ship postpaid in U.S.

☐ Ship C.O.D. I will pay C.O.D. fees and postage



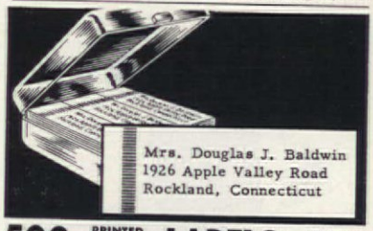
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A small girl will love you and these cunning genuine furs for her doll. They're the choicest of bunny furs . . . deep-plied, sheared, snow-white . . . and lined with luxurious white satin. Lavish, fluffy cape and hat are trimmed with darling pompons; cuddly muff has wrist band!

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Same-day shipment. Money-back guarantee.

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500 gummed labels printed in black with ANY name and address, 25¢ per set! In two-tone plastic gift box, 35¢ per set.

SPECIAL GOLD & BLACK LABELS — 50¢

Printed on superior quality paper. Black name and address with distinguishing gold stripe. Set of 500 with ANY name and address for 50¢. In plastic gift box, 60¢.

Satisfaction guaranteed or your money back. We pay the postage.

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410B DRAKE BUILDING
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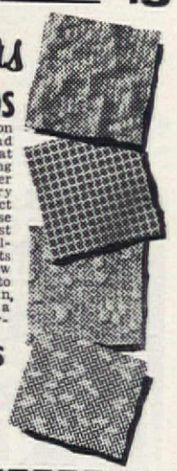
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Tremendous savings on *Fiberglas* curtain and drapery yard goods that you can wash and hang in just 7 minutes! Never needs ironing or dry cleaning — the perfect decorator fabric. Choose from the world's largest assortment of styles, colors and textures in prints and solids that add new beauty and luxury to your home. Bargain, priced as low as .89¢ a yard! Satisfaction guaranteed.



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Send now for actual color swatches and "How to Sew Fiberglas" booklet plus complete Sample Curtain & Drapery Kit. No obligation.

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Impress and puzzle your friends, with this large 17" x 28" bullfight poster, featuring *your name* among those of *other* famous matadors. This authentic poster, using the original art work and printing plates in full color, makes a dramatic eye-catching decoration for home or office . . . or a truly personalized gift for your bull-throwing friends. Poster imprinted with your full name or any other name you specify—only **$2.98** ppd. 2 posters, with 2 different names—**$5.75** ppd.

Mailed in a round mailing tube, not folded. Ready to frame or hang on wall.

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Early American

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Direct to you from factory at only

$14.95 unfinished
Fully assembled

You'll bless this chest that keeps toys under control (and not under foot!) . . . you'll love its charming Colonial flavor . . . and you'll find many other uses for this decorative piece wherever there's a storage problem! Hand-made of solid Pine and dovetailed, it will hold the toys of your children and your *children's* children. Cut-out handles and concealed sliders make it easy to move despite its *very* solid construction. 31½" x 16½" x 20" high.

Quick delivery.
Satisfaction guaranteed
Send check or money order
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$16.95 with hand-rubbed antiqued Pine finish

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Ideal for perching comfortably at bars, 30" h., or counters 24" h.; (Seat: 14" sq.). Unbeatable for all purpose, 'round-the-house utility. Solid birch or maple, sanded baby-skin smooth. Paint, stain or lacquer. *Minimum Order, 2 Stools,* either size. Please specify size. Prompt delivery: *Express Charges Collect.* Send Check or Money Order: *No C.O.D.'s. SATISFACTION GUARANTEED.* Booklet on "How to Finish Unpainted Furniture," sent *FREE* with each order. Act now!

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NEW Early American High Button Shoe Planter

ONE, TWO, BUTTON YOUR SHOE and hang it on the wall! A charming maple planter, hand-rubbed to a satin finish, is shaped like a shoe and complete with three brass "buttons." Behind is a plastic pot for greenery or flowers. 8" x 6", it would be boot-iful in any corner. Wouldn't Grandmother get a kick out of it!

$2.98 ppd. Satisfaction guaranteed or money back.

Send check or money order

MEDFORD PRODUCTS Dept. 801E Box 39 Bethpage, N.Y.

HANGING GARDENS of greens, grapes, or geraniums on the wall can do wonders for a room with the doldrums! A pretty pair indeed, these half-round baskets are made in Madeira to make mountains of greenery bloom in your living room or sun porch. Each is about 9x6", and has a metal liner. $3.50 the pair. Gotham Gifts, Dept. AH, 67-85 Exeter Street, Forest Hills, N.Y.



THEY'LL ALL TISSUE if you get the family this smart pine tissue box to hang where it's handy, and you'll be glad it's a paper-towel bar as well! You'll all be pleased with its Early American styling, and hand-rubbed Salem finish. It holds a jumbo-size box of tissues and a roll of towels, and measures 13½x12". $4.95. Puddin' Holler, Dept. AH-20, East Swanzey, N.H.



STAND BACK rest at a comfy angle, tuck your plumpest pillow behind its elastic strap, and you're set for a well-supported, nonskid time with a book or TV! It's made of Aircel, a sturdy but lightweight material, and has a wood-grain finish. Adjustable to three positions, it folds flat for storage. 21½x16". $3.98. Better Sleep, Dept. A-11, New Providence, N.J.



IMPRESS YOUR GUESTS
When You Entertain

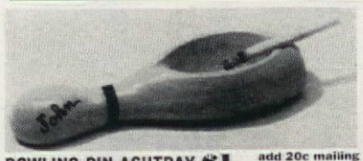
Monogrammed, kitten soft napkins that are luxurious yet save you work and worry because you throw them away when you're through. Snow-white "custom" napkins feel and look like finest damask. Millions sold every year to discriminating hostesses. The softest, strongest, most absorbent and most beautiful napkins you've ever used. Made of extra white, 4 ply superior cellulose. Will not get stringy, soggy, and fall apart. Stays on lap without sliding. Use over and over again. Personalized in choice of color including tasteful soft silver. Packed in gift box with card.

Special introductory offer—75 luncheon (13" x 13") and 25 extra large dinner size (17" x 17") just $2.00. *Ordinarily sell for $4.45.* Shipped postage prepaid. Satisfaction or money back.

Limited offer. *Order now—just* $2.00

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BOWLING PIN ASHTRAY $1. add 20c mailing (5c each addtl.)

Just right for that Bowler—or a good way to remember all the Team! Perfect for League banquets and prizes. Non-smokers will use it as a paperweight. Terrific Christmas gift! 7½" long, it's yellow ceramic with red trim and name. Return mail service.

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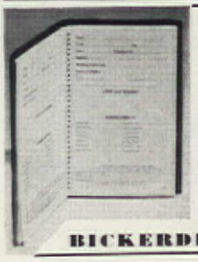
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Hostesses, Girl Fridays, Tycoons & Harassed Mothers—you can efficiently keep track of everything you want to remember about your friends, clients, & the boss's wife—address, phone number, birthday, anniversary, children's names, stocking size, glove size, etc. Favorite drink, cigarette, sport, hobby, etc. Whether they sent you a Christmas card last year. You can even record what you served them the last time they came to dinner. This spiral bound **5-½" x 8-¾" book contains 48 individual pages for 48 different friends.** calendar telling you when to refer to each page, plus an eight page section about how to answer wedding invitations, write thank you notes, etc.

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WE WANT NONE OF YOUR SAUCE unless it's dressed for dinner, in an elegant filigree Condiment Holder! Rhodium-plated and engraved with three initials, they're sized for Worcestershire sauce, catchup, and mustard. Perfect gift for the hostess who won't let the mustard jar pass muster at her table! $1.95 ea. (specify). Set of 3, $5.50. Elron, 352-A W. Ontario, Chicago 10, Ill.



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FLIPPED ITS LID to get out a needle and thread, and we heard music instead! This gay sewing box, lined in cheery red satin, supplies thimble, tape measure, pin cushion, and 20 needles, as well as a music box that plays "The Anniversary Waltz" (very apropos for darning hubby's socks!). Wickerlike fiber box is 8x5x4". $4.50. Seth & Jed, Dept. A, New Marlborough, Mass.



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Completely captivating! White corduroy with red saddles, booties have wee white bobby socks attached, white laces with two eyelets. Sizes: newborn or babies to 3, 5 or 7 months (tell which). Chubby feet in these are the most engaging sight in the world! **$2.00** by mail ppd.

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Cohasset Colonials

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LOTUS-PETAL BOWLS

You'll love the way these lotus-petal bowls add a touch of delicate beauty to any table setting. They are ideal for serving sliced fruit, ice cream, sherbets, sauces, nuts or candy. Each bowl is 4½" in diameter and holds a generous serving. They are imported from Hong Kong, and the pure white porcelain has a lovely translucent quality.

Set of 4 **$2.50** postpaid

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From The Butlers Kitchen

KITCHEN LABELS are personalized for easy identification of your recipe cards, home-made pies, pickles, preserves, and jellies. Printed in black on white gummed paper 1½ in. long. Choice of Mixing Bowl or Stove design. 500 in plastic box for $2 ppd. ($2.14 via air). Guaranteed. Prompt delivery. Bruce Bolind, 103 Bolind Bldg., Montrose 43, Calif. Thank you kindly.



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HOUSE OF SCHILLER

60 East 25th Street, Dept. AH 109, Chicago 16, Illinois



Rich Decorator

CHAIR PADS

Downy soft inch thick foam rubber chair pads. In smart decorator colors—red, green, gold, or toast. Covered in rich pinwale corduroy. Add luxurious sink-in comfort plus fresh new color to your hard furniture. Order by size and color.

Large 16½" x 18" .....**$3.98** each 4/**$15.50**
Small 14" x 14½" ..... **$2.98** each 4/**$11.75**

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Satisfaction Guaranteed or Money Back

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Foster House

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DRY STICK GLUES FAST! 59c

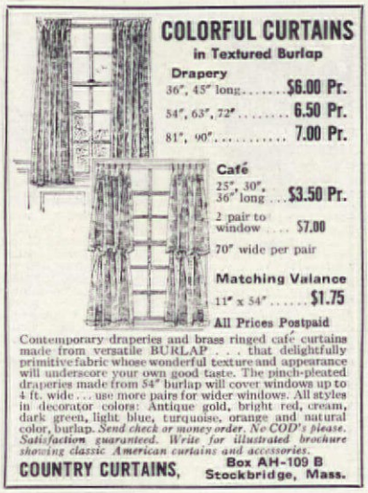
New solid adhesive rubs on dry... makes paper stick to *anything!* Replaces tapes, glue, tacks, pins, staples, paper clips. *Keeps forever* . . . no more dried-out glue bottles. Just rub it on —it sticks! For pasting, scrapbooks, recipes, shelf-paper, torn wallpaper, albums, decorations, sealing jars—1000's of uses! *Guaranteed or money back!* Only 59c, post paid. 2 for $1. Order DRY STICK from **Sunset House, 2859 Sunset Bldg., Beverly Hills, Calif.**

HEIRLOOM PICTURE GALLERY



for Proud Parents and Grandparents

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COLORFUL CURTAINS

in Textured Burlap

Drapery

36", 45" long..... **$6.00 Pr.**
54", 63", 72"..... **6.50 Pr.**
81", 90"..... **7.00 Pr.**

Café

25", 30", 36" long ....**$3.50 Pr.**
2 pair to window **$7.00**
70" wide per pair

Matching Valance

11" x 54" **$1.75**

All Prices Postpaid

Contemporary draperies and brass ringed café curtains made from versatile BURLAP . . . that delightfully primitive fabric whose wonderful texture and appearance will underscore your own good taste. The pinch-pleated draperies made from 54" burlap will cover windows up to 4 ft. wide . . . use more pairs for wider windows. All styles in decorator colors: Antique gold, bright red, cream, dark green, light blue, turquoise, orange and natural color, burlap. *Send check or money order. No COD's please. Satisfaction guaranteed. Write for illustrated brochure showing classic American curtains and accessories.*

COUNTRY CURTAINS, Box AH-109 B Stockbridge, Mass.

SEE IT FIRST AT *Bancroft's*



GIANT FUNNY FEET

Put your best foot forward. Wait 'til friends see these gigantic rubber monstrosities . . . with bunions and callouses. Wear 'em over shoes for hours of hilarious fun. Be the hit of the party. Done in "living" colors.

UN 9441 Pair..... **$1.00**



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The most comfortable, most gruesome Mask made . . . picture yourself as the Ugly Witch leading the Devil or Caveman playing one of the instruments. Each mask a work of art, decorated with hair

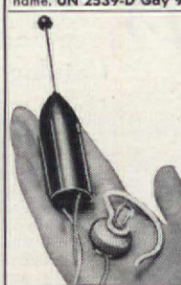
UN 3704 Devil; UN 3701 Witch; Each $1.00. UN 3703 Caveman. $1.95

GAY 90'S TRAY



WITH YOUR NAME

Your own personal touch of hospitality. You and your spouse's first names are hand-lettered under Gay Nineties couple. Last name inscribed as shown. Colorfast metal tray has flanged sides to prevent spilling. 9" x 15". Specify both first names and family name. **UN 2539-D Gay 90's Tray** **$1.98**



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No tubes! No batteries! Needs no outlet! Lowest Price Ever! Self-powered Portable works on Germanium diode—fits pocket, purse. Ground to metal—listen in bed, at work, etc. **UN 397**..... **$2.00**

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Make instant coffee really "instantly". Electric Brewmaker makes 4 cups in 2½ minutes. Swell for all hot beverages. Moss Rose design, white porcelain finish . . . the secret for keeping it hot. With cord.

UN 3215..... **$2.98**

ROLLING SNOW PLOW



ROLLING SNOW PLOW

All-steel Snow Plow rolls on 6" rubber tires thru all snow. One trip clears the walk.

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Carbon steel edge bites thru icy, hard-packed snow. Glides through 8" drifts—clears 22" path. 7" adjustable positions up to 22°. Throws snow right or left, automatically.

No Lifting! No Bending! No Shoveling!

Just roll snow away. Wheels on blade roll smoothly over cracks, rough pavement. 41" no-stoop handle. Silvery Cadmium and red finish. 22" blade.

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Deluxe Model larger 26" blade, traction tires, Bonderized undercoat. **UN 1004 Deluxe**... **$12.95**

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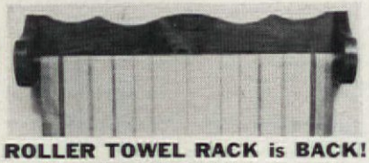
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Hunters and campers will find many practical items in our 108 page fully illustrated Fall Catalog. Shows hunting footwear, clothing and 375 items of interest to both men and women. 130 items are of our own manufacture.

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Neat little touch to Early American or Contemporary Kitchens. Ruggedly crafted of 1" Northern Pine; finished and handrubbed to a Honey Maple color. 19¼"l., 4¾"h., 4¾"d. A terrific man's tie rack, too! *Send 25¢ for catalog.*

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Write for FREE Samples of coverings & Descriptive Folder

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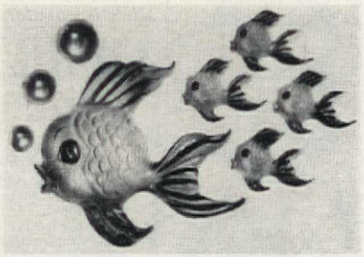
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OVER DESK • CHAIR • TABLE • BED



This stunning lamp will give you untold bright moments. Fits everywhere, **extends a full 26" from the wall,** folds up completely. Lovely star-perforated bullet swivels flexibly, accordion arm moves left and right — in and out.

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$9.95

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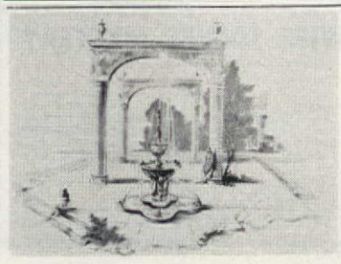
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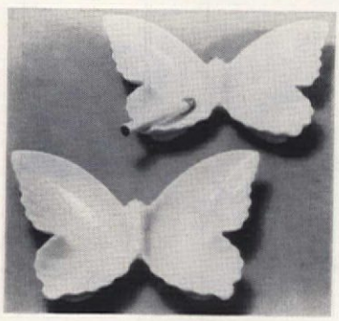
THE NIKON COMPANY P. O. Box 4232 Panorama City, Ca



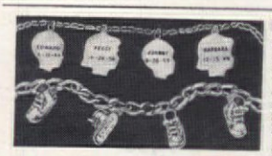
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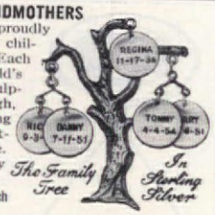
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She'll wear her heart on her wrist when she encircles it with a bracelet of Solid Sterling Silver or 12K Gold-Filled Baby Shoes or Silhouettes. Each ¾" charm engraved with child's name, birthdate. Up to 11 letters and spaces a line. Adorably crafted, of excellent weight and quality. Add more as family grows.

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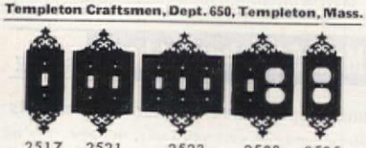
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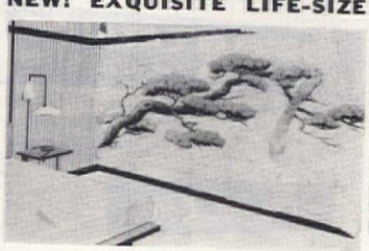


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Hollywood Art Crafts, Dept. AH-10, Los Angeles 27, Calif. 1524 N. Western Ave.



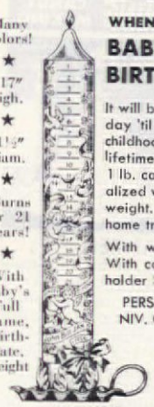
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I. R. FOX, 146 W. 29th St., Dept. C-1, N.Y. 1.

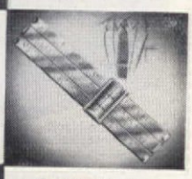
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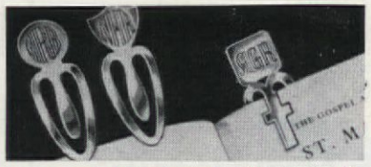
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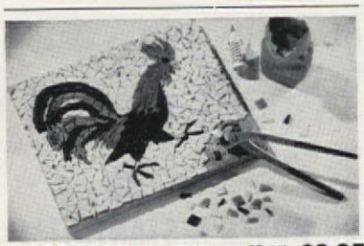
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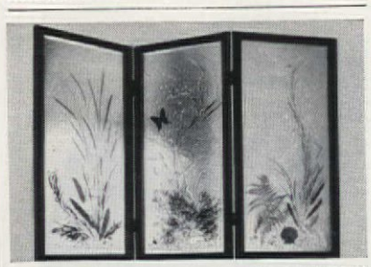


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HARMON MOSAICS
3001 Passmore Dr., Dept AH-10, Hollywood 28, Calif.



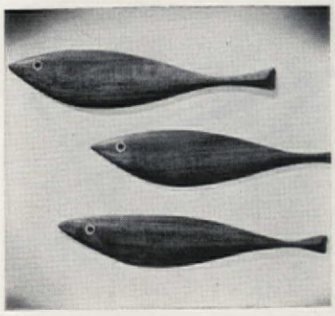
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THE KREBS, Dept. AH 10 Westerly Rhode Island

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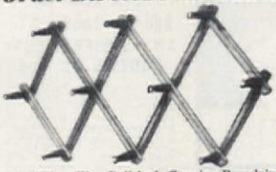
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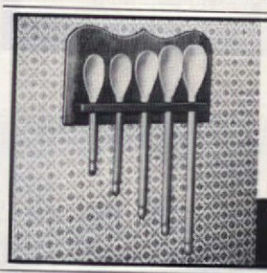
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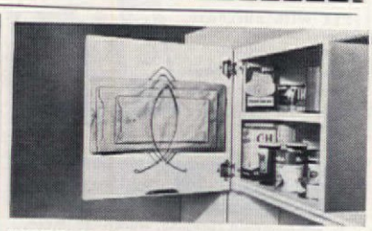
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The Giraffe



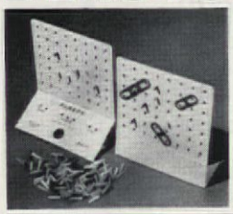
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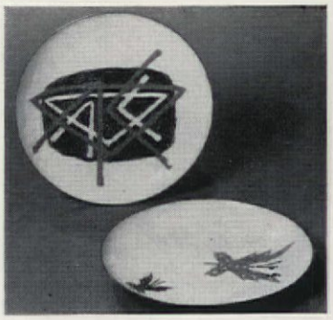


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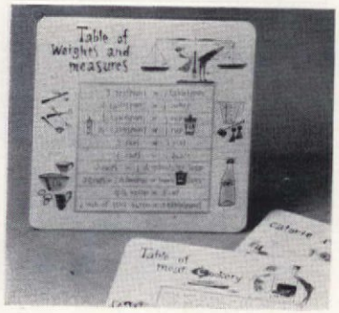
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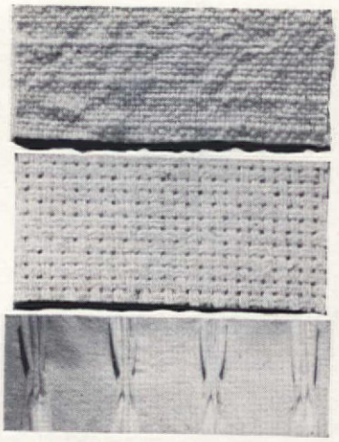
SEPARATE TABLES for meat cookery, weights and measures, and calorie counting are colorful kitchen-brighteners. Hung on the wall, they keep you posted while the meat gets roasted, you'll stay slim and trim, and always measure up! Each enameled steel plaque, 7x7", is asbestos-backed for use as a hot mat. Set of 3, $1.95. H. Holland, Dept. AH, Box 75, Brooklyn 3, N.Y.



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California decorators and architects **"up end"** it to drape the widest window floor-to-ceiling, with one piece of cloth! No seams to sew or show! Woven for quick fluff-dry laundering—never ironed.

Send 25c for catalog. 11 samples in an interesting choice of textures in both unfinished yardage and preshrunk, in natural and off white, in pure white and in custom colors to match your own swatch or paint chip. All are in floor-to-ceiling widths from $2.98 to $4.98 per yard.

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GLAMOROUS BOOTS

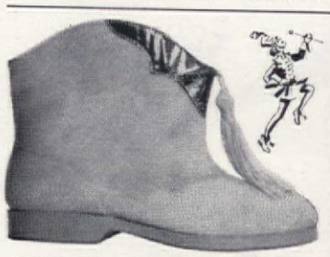
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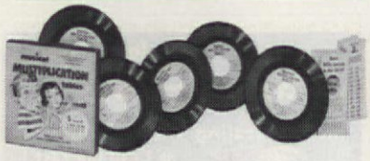
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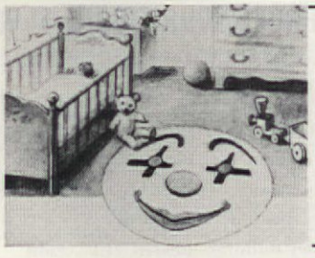


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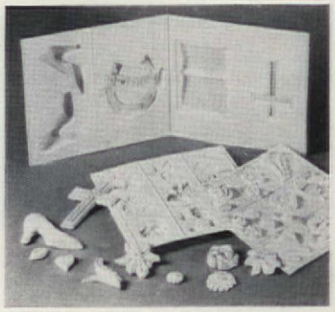
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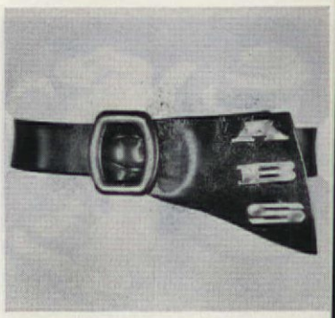
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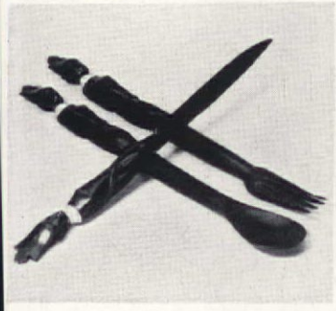
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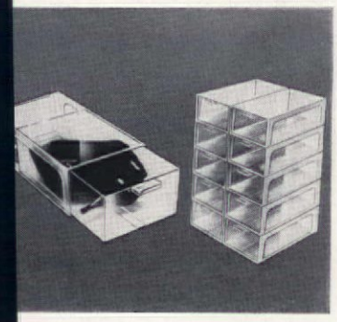
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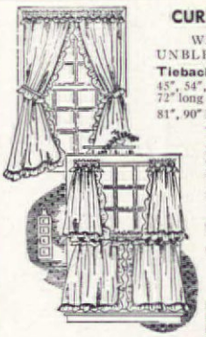
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OCTOBER . . . *Your American Home Calendar*



From the time of Julius Caesar, October has had 31 days. It has never had more than five Saturdays, however, which makes for lively action in American back yards this month. Caesar didn't do much around the house; he was a great one for dashing off to the wars or the stadium. If you get your storm windows up, your tulip bulbs in and your dahlias dug, the summer furniture stored, the eave troughs cleaned, and the leaves raked, you can jump into your chariot and go to the stadium with a clear conscience. Or, like Caesar, you can just go—but beware the Ides of March!

October takes the field like an all-American team, gold-helmeted, maroon-jerseyed, with cheers and blaring brass. Without warning, it explodes brilliant end runs; where there was green there are streaks of golden glory. It arches long forward passes across blue skies; far away a spot of gold leaps up, catches fire, and is surrounded by maroons that race downfield. At half time there's a colorful high jinks called "Injun Summer." In the final quarter the shadows grow longer, gold turns to russet. There is a heroic goal-line stand and a pile-up of colors. And suddenly it's over.

The dusk dwindles fast and a cold wind mixed with rain slaps your jacket. You gather up your tools and push the wheelbarrow to the house. You feel good about the day's work; it will pay off in years to come. When the snow drifts along the border, when the rains beat on the roof, what you have planted will drink deep and take root. You open the kitchen door and the warmth of the room welcomes you. And you close the door on October.

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A THOUGHTFUL DISCUSSION

by Dr. D. Alan Walter

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